

COMMISH PROBING AT&T

Network Peak Hour Bookings for Fall Suggests a Big 1934-35 Season

Both NBC's red (WEAF) link and Columbia have their evening time starting with the fall pretty well sold up. Less than 10% of the available commercial time on the red loop between the hours of 6:30 and 10:30 from Sunday to Friday night inclusive remains open. In the case of CBS the amount of time already booked off for payees on these schedules comes to over 80%.

As for Saturday nights Columbia's contracts to date show a slight edge over those pur-

nered by NBC for its red string. CBS for this night starting in the fall has Fletcher's Cantoria (Roxey and his Gang) set to take 45 minutes, Chesterfield, a half hour, and Vick's Chemical Co. and Shell Oil, 15 minutes each.

Open on the red is an early half hour Sunday night, nothing Monday, Tuesday, Thursday and Friday, and a quarter hour (7:30-45) Wednesday. For Saturday evening on this link NBC has Phillips-Jones and La France slated for 30 each and A. C. Spark Plug, 15 minutes.

CBS' Fall Bookings to Date

STARTING DATE	ADVERTISER	TIME	STARTING DATE
October 8	Barbanel	8:00-8:15	Monday
September 25	Barbanel	8:15-8:30	Monday
September 25	Cantoria	8:30-9:00	Monday
January	Chesterfield	9:00-9:30	Monday
January	Ez-Lax	9:30-10:00	Monday
September 15	Lady Esther	10:00-10:30	Monday
August 25	Bayer	8:00-8:15	Tuesday
August 25	Buyer	8:15-8:30	Tuesday
August 25	Phillips	8:30-9:00	Tuesday
January 1	Woodbury	9:00-9:30	Tuesday
August 25	Studebaker	9:30-10:00	Tuesday
September 25	Tragacy-Grimon	9:30-10:00	Tuesday
September 25	Continental	10:00-11:00	Tuesday
September 25	Jad	8:00-8:15	Wednesday
Barbanel	Barbanel	8:15-8:30	Wednesday
August 26	Ri-Bo-Dai	8:30-9:00	Wednesday
January	Chesterfield	9:00-9:30	Wednesday
June, '35	White Owl	9:30-10:00	Wednesday
November 15	Eyrd	10:00-10:30	Wednesday
Open	Open	8:00-8:15	Thursday
Barbanel	Barbanel	8:15-8:30	Thursday
Open	Open	8:30-9:00	Thursday
January 1	Reocent	9:00-9:30	Thursday
January 1	Ford	9:30-10:00	Thursday
Borden	Borden	10:00-10:45	Thursday
Jad	Jad	8:00-8:15	Friday
Barbanel	Barbanel	8:15-8:30	Friday
True Story	True Story	8:30-9:00	Friday
Time Magazine	Time Magazine	9:00-9:30	Friday
Campbell Soup	Campbell Soup	9:30-10:00	Friday
Cantoria	Cantoria	8:00-8:45	Saturday
Open	Open	8:45-9:00	Saturday
Chesterfield	Chesterfield	9:00-9:30	Saturday
Open	Open	9:30-10:00	Saturday

MAYBELLINE ON PIC STAR HUNT

Hollywood, July 16. New radio account, Maybelline, is trying to line up picture names for its coast-to-coaster over NBC despite the edict of most major studios against doubling on the air. CBS artists bureau recently tried to buck the tabu with little success.

Cramer-Krasselt agency, which is conducting the talent hunt, reports five successes, but names no names. Only one lined up was Harry Jackson and Jimmy Fidler, who will handle the scripts and interview the screen players.

Vick on Both Webs

Vick's Chemical Co. will use three half time quarter hours a week on NBC's red (WEAF) string and a Sunday matinee half hour on CBS, starting the first week in October. Programs to fill these gaps will be auditioned during the next two weeks.

Columbia the season before had the entire account. Young and Rubicam is the agency.

SCHUDT TO GOTHAM

Charlotte, N. C. July 16. W. A. Schudt, Jr., manager of radio station WET, Charlotte, N. C., left July 12 for New York City and a two-week vacation in the East. His successor, Schudt, at WET, is receiving a new coat of paint—a soft interior.

University of Toronto Music Class to Build Programs for Radio

Toronto, July 16. Possibly the first instance in which a university has become interested in radio program production is the establishment here of Radio Hall as a general agency aiming to serve any station in Canada, by remote control, with musical or dramatic programs. Affiliated with the Conservatory of Music of the University of Toronto, new agency headquarters are in the C. of M. building where teachers propose to give students radio instruction and auditions.

Director is Edgar Stone who resigned this year as drama producer at the Hi-hat Hart House, art theatre founded by Vincent and Raymond Massey in memory of their father. Production manager is George Young. Stone will be in charge of drama productions because of his previous experience. Old recital auditorium of the Conservatory is now taken up by control room, broadcasting studio with a 200-seat audience capacity, rehearsal room, audition room, and business offices.

Autry to Hollywood

Chicago, July 16. Gene Autry, WLS recording cowboy, heads for the coast shortly for a try at pictures. No contract negotiated but Autry is tentatively set for an m. m. job in a horn dance sequence in a forthcoming Ken Maynard horse opera for Mervyn LeRoy.

ON RADIO LINE CHARGES, FILMS

Sweeping Probe May Lead to Line Charge Reductions—Sen. Dill Stems Up ERPI Inquiry

REPORT TO CONGRESS

Washington, July 16. Sweeping probe of all business activities of the American Telephone & Telegraph Co., possibly leading to paring of radio line charges and withdrawal of telephone trust from round picture field, is contemplated by the new Federal Communications Commission. Will get under way pronto, with report to Congress slated for Feb. 1, 1935.

While details are uncharted, Chairman Eugene O. Sykes, former head of abolished Federal Radio Commission, said study of telephone and telegraph charges and possible survey of broadcast assignments will be among major matters to be taken up. Commission assumed office Wednesday (11) and postponed organization meeting until this week. Armed with broad powers to require pruning of rate schedules, extension of service, and changes in business methods, new commish will set out to supply dope about the far-flung telephone company which the Senate requested last spring. General scaling of interstate phone bills is anticipated and broadcast-ers particularly hope for relief from burdensome line charges when rate-making activities get under way. Nature and scope of inquiry remains unsettled, but it is expected that commish will pry into A.T.&T. relations in film field, including financial and legal as well as patent and sound picture rights.

Dishies, Top
A comprehensive investigation of telephone company's control of sound-picture patents, recording and projection equipment, and other phases of film business was proposed by Senator Dill of Washington, co-author of new communications law, but idea of setting up special committee to conduct probe was scrapped when new regulatory agency was created. Dill particularly wanted dope on A.T.&T.-ERPI business as well as incidental low-down on telephone company's stock holdings and financial deals with producers and exhibitors. Underneath here company still holds much film paper, although it has been disposing of its holdings gradually.

General re-shuffling of broadcast assignments is considered possible consequence of commish study of radio allocations and consideration of proposal to set aside by law specified proportion of facilities for cultural, educational and religious programs and stations gradually entire problem of allocations will be examined.

Election of Herbert L. Petty, formerly secretary of abolished Radio Commission, as secretary of new outfit, and of Paul D. P. Spearman, once assistant general counsel of ERPI, as new general counsel occurred at first meeting. Commish was unmoved by political backfire against Petty, who has been assailed by Republicans for his tieup with the Democratic National Committee.

Division of commish into three separate branches to handle radio, telegraph and telephone matters was postponed until the week. Declined Thad H. Brown, vice chairman, who came over from the old commission, will team up with Irvin Stuart, moved from State Department, to watch the radio business, and that Paul Walker, from Oklahoma Corporation Commission, will be in charge of telegraph. Sports for others—former Gov. Norman Case of Rhode Island, George H. Payne, New York, and

Revamping Spot Broadcasting

Rejection of Scott Howe Bowen's financing proposition for Group Broadcasters, Inc., and the subsequent pulling out of the Yankee Network from the former organization has created an atmosphere of unrest and indecision in the field of spot broadcasting. Indications are that the situation is ripe for the development of a new relationship between station and its exclusive representative, with the lines in the latter category eventually drawn between two or three nationally organized firms.

Pourparlers now going on point to the merger of three of the smaller exclusive station rep companies into the single unit with branch offices established in at least seven key points. Each of the partners will have allocated to them specific functions. One will concern himself exclusively with the creation of new business, a second will have charge of the contacting of ad agencies and the third will concentrate on the sales promotion of the stations represented by the organization with the entire personnel thoroughly experienced in the business of spot broadcasting.

Also interested in setting up an exclusive station representative unit is one of the indie transcription making companies. Enterprise it has in mind would function separately from the recording and program building organization.

8 Stations Up on Commish Carpet For Questioning on Objectionable Adv.; Hearings Behind Closed Doors

BACK FROM SHANGHAI

Murray and Harris Land Like An Invading Army

San Francisco, July 16. Murray and Harris (Murray Bolen and Harris Brown) are back from eight months in Shanghai, and are returning to the staff of KPRC as harmony duo.

Team docked at Portland last week, wading ashore from a floating barge, with suitcase after suitcase, who sticking knifepoints up there tried to prevent their landing.

Roxy Gang Sponsored

Roxy and his Gang make their commercial debut Sept. 15, with the account Fletcher's Cantoria and the show itself on the air Saturday night cross-country link and the show itself to run from 1 to 3:45 p. m. EST.

In all his years on the air Roxy has previously had no release other than CBS. Program will come under the direction of the Young and Rubicam agency.

erstwhile dramatic critic; and Hampson Gary, once U. R. diplomat—not decided yet.

First official acts of new body were to nominate personnel of ERPI, temporarily continue that agency's policies, orders and regulations in effect, and grant okay for CBS and NBC networks to maintain and serve Canadian outlets.

Simultaneous with transfer of ERPI personnel and records, new agency issued final tally on quota standing, which reflected numerous power boosts and changes of status granted during final week of old agency's life. Table showed 32 states to be over-quota and all but first none to have more than phase of facilities.

New York was 12% above quota; Ohio, 10; Illinois, 23; Iowa, 37; Kansas, 18; Minnesota, 21; Missouri, 19; Nebraska, 53; North Dakota, 64; South Dakota, 40; D. C., 15; Maryland, 23; Kentucky, 131; Virginia, 53; West Virginia, 13; Arkansas, 44; Florida, 120; Georgia, 12; Louisiana, 26; North Carolina, 15; Oklahoma, 29; Tennessee, 38; Texas, 27; California, 11; Colorado, 43; Idaho, 12; Montana, 16; Nevada, 15; New Mexico, 22; Oregon, 30; Utah, 100; and Washington, 55. First zone was 25, third, second, 25% over, third, 32% over, fourth, 25% over and fifth, 20% over. Whether quota scheme will be continued as yardstick for determining equality of distribution remained in the air as policy decisions were not yet under consideration.

Washington, July 16.

Banning of various types of radio broadcasts will be ordered by the government within next few weeks as active Federal Trade Commission campaign to improve tone of commercial programs hits its stride.

Losing no time in going to work on policy which went into effect July 1, Trade Commish has ordered eight stations to appear at hearings behind closed doors this week to show cause why they should not be formally ordered to cease and desist from airing objectionable or misleading advertising matter.

Neither names of stations nor identities of programs were made known. Commish is applying to radio the same procedure used in outlawing objectionable newspaper advertising. Unless asserted offenders agree, commish will withhold all names until matters reach the cease-and-desist order status.

Disputed stations will follow line of newspapers and enter into stipulations with the Federal agency to stop airing matter against which complaint has been made and that commish subsequently will try and induce station clients to join in these agreements. In the process campaign, primary responsibility has been placed on the advertisers rather than the publishers, although in the case of certain magazines the publications have been treated roughly.

Technical basis for Trade Commish action is truth-in-advertising policy adopted under authority to prevent restraint of trade. Commish figures that advertising which misleads and dupes potential customers is a form of competition curb and a legitimate target for its campaign.

Patent medicines, obesity cures, rejuvenation treatments and various questionable and quick remedies have been hit in large numbers in newspaper cleanup drive, and Trade Commish is known to want to drive such programs off the air as well as out of print. Several other types of sales stipulations have involved legitimate remedies put out by highly reputable concerns, but which have been publicized by claims which cannot be backed up. Movement of this sort will be conducted strenuously in radio months.

Bands for Lehn & Fink?

With its contract on NBC leading into weeks to go, Lehn & Fink's "Hall of Fame" may suffer due to an all-time band policy.

It would be a different dance band each Monday night for the balance of the summer, with, perhaps, the only other item on the

Radio Chatter

California

Cy Whitaker, transcription sales manager, off for a business trip in the Midwest.

Orrville Knapp, ex, gets a network airing from Santa Monica over CHB July 14.

Arthur Pryor, producer of "March of Time" for CBS, in L.A. for conference with Paley.

Ralph Wonders, head of the CBS artists' bureau, departed for New York after lining up talent for the Campbell Soup broadcast.

Ed Fitzgerald, KPHC newscaster, being piloted around L.A. by Harry Mathies.

Paul Crowley, Jr., passed a few days in Los Angeles looking over a new plane being built for him.

Ward Fowler, former sport ed of the L.A. Times, returns in a few weeks to KPWB for his pianist chair.

Don Cave comba, remoted over KFWB, has been booked into Eaglewood Gardens, Chi.

Lee Starobin, KNX publicist, covered San Francisco dock strike for his station.

Virginia Karns, recently at the L.A. Billmore, auditioned for the new KFWB 11 Jinks.

John Clarke, associate editor of KNX news service, is making political talks on his day.

KFWB is guesting stars from the Warner Brothers' lot as station buildup in anticipation of power increase.

National Starcast, Inc., have opened recording studios in Los Angeles and will supply talent for airings.

Raymond Hossain, Bombay editor, is trying his talks on India at U of Southern Cal. remoted over KNX.

Pacific Northwest

Watson Humphrey is the busiest man at KGW.

"Old Scotch" MacIntyre, KOIN publicity chief, gave the airways and news mediums the go-by for two weeks recently. Visiting the seashore the "old Scotch" family was successful in avoiding anything which looked or sounded like a scandal.

Dick Steel, news commentator at KXL, is a privileged person, being one of a very few permitted to crash parties held on the Portland docks during the past turbulent weeks of the longshoremen's strike.

Mel Blane, KGW and KRX radio star, entertaining at Schitts Happy Land.

Ruth Messner, KOIN "Blonde Flame of the West," left last week for Chicago, where she will spend her vacation visiting relatives and the World's Fair.

Harry Bond, owner and operator of KXL, has a hobby which keeps him "up to the nines" a good share of the time. He holds a pilot's license.

The Merit & Frank Co. are sponsoring a series of programs over KOIN in the interest of the Norge Refrigerators. The programs are billed as "Norge Headquarters."

Maryland

Ben Burns interviewed by Hammond Brown over WFBR. Burns' quipster also popped the questions at Vincent Lopez last week.

Henry Hickman hosted staff of WFBR at swimming party.

Jim Bradley's act given sustaining spot on WFBR.

Betty Howard now lodging on Bermuda sands.

Vacationists: Gus Kleon and Misses in Nova Scotia; Viola Pittinger at Watkins Glen, N. Y.; John Decker in Va.; Leonard Groves, Paul Ruchert and Henry Hickman off to Quebec.

Ray Brunner, control man at WBAL, back at switch after appendicitis.

Iowa

Dorcas Huskers, WOC-WHO, recently pioneers, include Ronald Perkins, Sumner, Ky.; Augustus Wallace, Sulphur Wells, Ky.; Willard Stapp, Lebanon, Ky.; and Chas. Massey, Springfield, Tenn.

Perkins is a cousin of Jack Taylor, WLS. The Huskers are headlines on WOC-WHO's Bandstand Frolic and also a program for Reliance Mfg. Co., "Big Tank Shirts."

KAO, Des Moines Register-Tribune, other outlet has a novelty orchestra innovation, Willard Moore handling the baton. Daily at 3:30 and at the dinner hour, featuring a "come up at the top" sometimes slogan, doors being open to the public.

KAO has two new announcers: Gordon Hittensmark, formerly of

WDAF, Kansas City, and Jerry White from WHB, Kansas City.

Dr. B. J. Palmer and Dr. Mahel Palmer have returned from a vacation in Europe. Their son, Doro Palmer, has been vacationing at Colorado Springs.

Don and Dick Gaterole, "Tune Towners," formerly at WMT, Waterloo, now with WOC-WHO, are entering wrestling matches at Riverview Park, Al Triggs announcing. Sponsored by Atlas Brewing Co. for Prager beer.

Tennessee

Nap Houston of the team of Nap and Dee, WSM's Melody Boys, while diving hit his head on a rock with such force it rendered him unconscious and a physician was called.

On the following day, although strictly against the doctor's orders, he appeared at WSM.

Harry Stone, general manager of WSM, and his family accompanied by Christine Lamb, a member of the staff, have just returned from visit to Silver Springs, Florida.

Tom Daily, new announcer, WLAC, Nashville, formerly KMOX, St. Louis, and more recently with WAPI, Birmingham. He is a versatile broadcaster, and when not attending to his microphone duties, spends his time turning out continually.

Ohio

WCKY Friday mornings with "Nancy and Jane," 15-minute sketch of two Cincy gals on vocals at World's Fair.

Doctor Light-Better Night is theme of new fictional series on WCKY Tuesday and Thursday mornings, sponsored by Union Gas & Electric Co.

Billie Curley, blues singer and sax announcer, back at WCKY.

"Happy Days in Dixie" Wednesday afternoon sustainer original at WCKY, now carried by 58 NBC stations, including entire blue web and half of the entire radio.

Radio Tom Boys, female harmony trio, formerly on WLB and WBLR in New England, made quick hit with WCKY audiences and are now in station's staff.

Indiana

Bromley House, former announcer at WFHM and WFBR, dropped in to let the boys know he's back from an extended trip through the less hot climates of Japan and China, where he acted as m.c. with the group.

Walter Realeaux, musical director at WFHM, is the proud parent of a new baby girl, eight pounds bedside.

R. C. Blossom, commercial manager of WFHM, is back at his desk after a week in Boston and New York where he visited the Columbia studios and WFHM's advertising representatives.

Jim Matheny has joined the announcing staff of WKDF, Indianapolis.

WFHM has two new additions to the staff: Harold Wisner as operator and Kent Ellington as announcer.

Steve Wilhelm, chief announcer for WKBF, is on a two-months vacation in the Black Hills of South Dakota.

Illinois

Harry McGuire returns to WJJD, Chicago, as an announcer.

Ralph Athas can take his radio sport and put back together again without having any pieces left over.

Bill Young's son can whip him at golf.

Herb Sherman into New York on a hot account for WJJD.

Gary Silverstein now chief of the talent bureau for WIND in Gary.

Milton Charles, ex-BBN, pumping the organ at WJJD.

Ray Lester hopping around the country for Greig, Blair & Knight.

P. G. Parker rearranging the office set-up at NBC, Chicago.

Paul Adams now in New York and for the start of the Hollywood Phil Baker show, then back to Chi for the Frank Buck show.

Les Atkins back from Georgia with a lot of new tunes.

Don McNeill set as m.c. for the new Pontiac program out of Chi. if and when.

Charley Miller shipped east for MCA on a short stay.

New England

The Kellogg Co. is making two daily announcements over WCAX, Burlington, Vt.

Town Topics is a new series do-acting each town in Vermont just started by WDGY, Waterbury.

John Fagan, radio artist, has completed the direction of an amateur musical comedy at White River Junction, Vt.

Bill Ricker has been added to the staff of announcers at WDEY, Waterbury, Vt.

Monie Melodians, featuring Virginia Koyes, heard over WFTB, Rutland, Vt.

Radio acts still pouring into Vermont. Latest are Dusty Ruben Boys heard over WCAE, Burlington and Radio Artists Howler, featuring Big Slim and Crazy Cowboy.

Former are playing theatres and latter appearing at ballrooms.

H. R. Bushkare Washington, D. C., newspaperman and broadcaster over WRC, is doing a bit of mountain climbing in Vermont.

Nebraska

All Omaha radio workers reappearing of Walter Vogt.

Isabel Diekmann back at her desk at KOIL on the day of the.

Vic Smith on the staff at WAAW, while announcers make their vacation treks.

Joe Dwyer and his orch remoting over WOW from Peony Park's new Royal Grove. Buzz replaces Red Seivers and his outfit.

Ralph Foster in the Minnesota lake country on a two weeks' vacation from the microphones at WAAW.

Phantelle Jones begins the march of office folk at KOIL on their vacations.

Nebraska Company's big time show, home-built by Harold Fair, folded after a two weeks' vacation.

Jimmy Douglas, new studio technician, putting a new type Big Brother club broadcast on the air from WAAW.

Virginia Fluke, new studio pianist at WAAW, Omaha, in place of Wilhelmsen, out of town.

Harold Vance on a two weeks' vacation, in Omaha is now John Gillis about new transmitters and complaining about heat in pullman sleepers.

Paul Luther, injured in an elevator accident, won't be back at the microphones at KOIL for another month yet.

W. A. Young joins the sales staff at WAAW.

Henry Bianchi, 33, porter and usher at North Star theatre, north end of downtown Omaha, was found dead in gas-filled rear office of the theatre.

Alabama

Jennie Walker, organist at WAPI, Birmingham, is spending the summer at Cincinnati.

Jim Murphy is taking over the sports program at WGBX, Birmingham.

Dick Fournells of WGBX, Birmingham, has shifted to Memphis.

The staff of WFLA, Tampa, recently went on a picnic to Robinson Flings.

WDRB, Birmingham, effective at once, takes on 1,000 watts at night doubling the power. The station has been on 1,000 during the day, but at sundown has been cutting down to 500 watts.

New York

Jim Healey, WGY newscaster, kidding Announcer Chet Vedder on the air about "hiring" an automobile police ticket, and Vedder getting drunk by telling listeners to use Healey's good offices when the John Laws traffic men stubs.

Pres-Jay Ice Cream Friday evening program, which aired Billy Rose, Lang Haters, Piano Pals and Jack Pallen's orchestra, signed off WGY's chart and the fall. One of a series which an advertising agency placed with various eastern stations in early spring for General Ice Cream Corporation.

Minnesota

E. F. Montgomery, former KOIL-KFAB (Omaha) sales m.c., now in the same post at WCCO (St. Paul-Mpls.), succeeding "Doc" Jensen, who's the new gen. mgr. at WCCO.

Earl Gammons, WCCO's gen. mgr., is trying to slip in two weeks vacation at Park Rapids (Minn.) holding the tickets won't recall him till he's acquired his coat of tan.

Marvel O'Connell, who warbles blues over WGAL (Lancaster, Pa.), and who is being groomed for a full commercial career that station, is trying her fishing luck this week at Horset (Minn.).

WDGY, Minneapolis indie, has been granted PBC permission to operate on 1,000 watts power dur-

Inside Stuff—Radio

Amos 'n' Andy will do nothing but vacation on their vacation from the other. This is the order from Repudent.

When the team made their plans to go off the other it was chafed by Repudent on the grounds that maybe they'd need a rest all around.

But when Repudent heard that the team was going to fill in their time by playing vaudeville, the company helped loud and long. Repudent squawked that it was allowing the vacation to freshen up the team and to get the public's mind off for a while. And that since the company was paying them their regular salary during the layoff that it was unfair for the team to try to cash extra coin by playing personal appearances.

Correll and Gossden agreed to the fairness of this complaint and withdrew from their vaude agreements, which comprised five weeks on the Coast, a couple of days in Denver and a week at the B. & K. Chicago. All except the Chicago date were merely confirmations, but the Chicago date was signed and contracted. However, on request of Amos 'n' Andy the B. & K. outfit agreed to tear up the papers.

Surprise to Minneapolis is the extent to which the Journal, largest and most conservative of local newspapers, has become radio-minded. Following the entry of one of its competitors, the Tribune, into the radio field through acquisition of station WHRM, the Journal, which hitherto virtually had ignored the other waves, started blossoming forth with special broadcasts which it has been advertising all over its front page.

It began this week going on the air over WCCO, CBS chain station, with a daily 10-minute news commentary program exploited in front page boxes. Directly after the Tribune's acquisition of WHRM it authorized some of its comic and feature sections over the same station.

With this surrender, all three local newspapers are in radio in a big way. The Star broadcasts news bulletins and outstanding news events over WCCO daily. Since taking over WHRM, Tribune prints radio programs in larger type, but, unlike St. Paul sheets, none of dailies here is running a radio column yet.

Armed with 502 copies from stations all over the country, Radio Code Authority Friday, (13) began analysis of figures and facts on free broadcast admission problems. Hope is get report in shape within a month.

Belief that tabulation of responses to 116 questionnaires will show that free admission practices is in general use throughout the nation was expressed by James W. Baldwin, C. A. executive officer in charge of the survey. Casual examination of the replies indicated, Baldwin said, that even 100-watters have turned to the Annie Oakley method of building up good will for either themselves or their clients.

Declining to predict what the study will show in regard to size of studio audiences, Baldwin indicated the figures will run high when tabulation job is completed.

NBC's daytime business is holding about even in dollar volume with the level that prevailed for the summer of 1933. Two years ago 75% of the net from time sales represented daytime money. In June of this year the amount of daytime income as compared to the total receipts came to 54%. With the night time facilities taking pretty good care of themselves as far as full business is concerned, the web last week instructed its sales department to concentrate on daytime advertising sources.

Nick Kenny's series of Vitaphone shorts with guest-stars is being made with the aide of the radio studios in the cut because, Kenny explains, he's expending all income from the act for radio sets which he donates to short-ops.

Kenny, radio editor of the N. Y. Daily Mirror, was guest artist for Ed Sullivan, Broadway columnist on the rival Daily News tabloid, several times last week during Sullivan's personal appearances week at Low's State, N. Y.

France is getting around to broadcasting for night owls. Minister of Postal, Radio, and Telephone Services is considered giving permission to broadcasting stations to continue programs till 1 a. m. Up to now, only short wave fans who could get America or fans who tuned in on England had any reason to stay up after 11:30. New proposal only broadcast on a late broadcasting once a week. Can't keep people up once night.

National Broadcasting Corporation rebuy of the British Broadcasting Corporation's "Pageant of Parliament" included a new Rudyard Kipling poem, "Non Nobis Domine." NBC, on investigation, found they had to have permission to broadcast the poem; as the author's sanction was only for England. Approaching the publishers, they were referred to the author, who replied he would gladly grant the privilege, provided the broadcast included Canada.

Dissatisfaction of film players over studio objection to dubbing on the air is said to be traceable to fancy coin being hung out as bait by network execs. Instance is cited where stock player was offered more money for a five minute interview than his weekly stipend at the studio is.

Many name players are burning over this loss of easy pickup and are sulking plenty in an effort to have the embargo lifted.

Survey recently conducted by WCKY, Cincinnati, disclosed that the area served by this transmitter has a 35% native white population and that only 1% of the population does not understand English.

Pennsylvania

Clears being passed by Caravello (Lancaster) Children's Party doing festival and church time. Have dozen personal appearances booked. Aunt Kit, in reality, Kathryn Heller, carries group of 34 most talented youngsters in bus. Kids think it's swell.

Ernie Stanzola, program director, and Cliff Grey, sponsor for WGAL, Lancaster, trying to take off surplus paintings in "Y."

Radio Fan Sheet Dies

San Francisco, July 16. Broadcast Weekly, Coast On and schedule weekly, is planning the making of a series of five minute transcriptions for playing on other stations throughout the West.

With "Charmers" as a series of selected performances from local stations.

Ed. P. Shurick, Twin Cities sales m.c. for KSTP, is up north working this week with his family.

KSTP, alma mater of Pierre Andre and George Watson, among full commercial work has in intensive search for new announcing voices in the northwest. He's in to get defect-time boys who won't get jittery when confronted by a two syllable word.

CANADIAN STRIKE ENDS

Royal in a Rush to Get Phillips Lord's Contract Release from NBC

John Royal, NBC vice-president, is en route to Kingston, Jamaica, to see Phillips H. Lord, the erstwhile Seth Parker of the NBC network. His mission is to talk Lord into giving NBC a complete release and to return the shortwave equipment loaned him by NBC.

Behind the trip and its purpose is the story of a soured affection. Lord started out in a schooner to make a trip around the world. Frigidaires were to sponsor and did sponsor broadcasts from various ports. In addition, there were numerous commercial and advertising tie-ins, promotional deals and stunts arranged. NBC was actively participating in the enterprise.

Although it has been asserted that the Frigidaires deal as far as it went and as long as it lasted has been a success, from a merchandising standpoint the world trip is off and Lord's radio career is halted. Meanwhile, with the backing of E. F. Hickey, a travel producer, the hymn-singer is in the West Indies filming a feature-length motion picture, starring himself.

NBC's Jitters

This film has given NBC the jitters. It is the story of a sea-going radio star who is ship-wrecked. Understanding that the merchandising success of the world trip is off and Lord's radio career is halted. Meanwhile, with the backing of E. F. Hickey, a travel producer, the hymn-singer is in the West Indies filming a feature-length motion picture, starring himself.

Just what inducements Royal is prepared to make Lord for giving the web the release it seeks and the anonymity it insists upon so far as his film is concerned is not disclosed. Dispatching a busy v.p. to Jamaica to handle Lord bespeaks NBC's own estimate of the importance and difficulty of the matter.

Mockingbird article in a national magazine recently brought the issue between the actor and the network to a head. Excessively sensitive to the numerous stories that have been circulating in the trade about the actor's world cruise and the manner in which Lord participated therein (by train), the network now earnestly desires to wash its hands, obtain a release, and close the chapter as rapidly and as conclusively as possible. Meanwhile, Lord has been having his troubles in Jamaica, and in an accident while filming the picture. Consequently, a report with the State Department concerning this incident.

All in all, the Seth Parker proposition is too hot for NBC's comfort. Network has nightmare of the religious angle, because of charges now aired that do not jibe with the Jonesport environment as projected over the air with NBC's blessing for many years.

WAW-WAH OR WADNER

Competitive Auditions For Camels on July 31

Series of programs will be piped July 31 to the home offices of the R. J. Reynolds Co. (Camel cigarettes) in Winston-Salem, N. C. Frame that is selected will do the honors for the account over CBS in the early fall.

Delegation from the Beckwith-O'Keefe office will be headed by the Cam Loma band, while Columbia will submit a musical show headed by Andre Kostelanetz.

Montgomery Vice Jinks

Minneapolis, July 16.

E. F. Montgomery has been appointed sales manager at WCCO, local Columbia chain station, succeeding Earl D. Jansky, who resigned to become manager of the Tribune-Dispatch station, WRIM. Montgomery came here from KOL of Omaha and Council Bluffs.

One of Old Guard

Auto accident changed his mind last week about taking over the air dramatization rights to a book by one of the country's best known political writers when somebody in the organization recalled that the commentator had gained himself considerable attention in the past year with his scorching attacks on the Roosevelt administration and the New Deal.

Book, published several years ago, is a review of American history for the past several decades.

ANOTHER B'WAY THEATRE FOR CBS?

Because of the increased demand from clients for auditorium facilities to take care of invited audiences, CBS is looking around for a second Broadway theatre. New spot, when and if closed for, won't be put into operation until the fall.

Web last winter took over the Hudson, legit off Times Square, and dubbed it the Columbia Radio Playhouse. Fact that one audience has to be cleared out before another can be let in for a subsequent program makes it impossible to attract the Hudson to advertisers whose broadcasts follow each other.

Theatre men have been bitter in opposition to the free radio shows.

ANOTHER BREWERY PROVES A HEADACHE

Baltimore, July 16. Arrow Beer has decided against advertising via the ether. At least not before next autumn, after having been dished more auditions than any prospective client in Baltimore broadcasting history.

After having been submitted program ideas three times each by WCAP and WPHR, and four times by WJBY, Washington, the brew company announced only line-up rechecked that could meet with its approval was a blending of two preferred pairs. Wanted an orchestra under Joe Imbroglio, with program announced by Arthur (Heds) Godfrey. Happens that Imbroglio is under contract to WPHR as musical director of station, and Godfrey to CBS as announcer at the Columbia-owned WJBY of Washington. Consequently, deal chilled.

Beer companies in other cities have also proven exceptionally hard to please.

Elizabeth Arden Acet.

To Cecil, Warwick, Cecil Elizabeth Arden cosmetic brand is now on the lips of the Cecil, Warwick & Cecil agency.

Account will return to the air as soon as the agency has set it with a program. Elizabeth Arden had Fredly Martin's band on the past season for an eight-week run.

DeLays with Phil Baker

San Francisco, July 16. Gogo DeLays, staff chairperson at NBC, is getting a break with Phil Baker on the latter's NBC commercial, and also a name change back to her original moniker, Gabriel DeLays.

She is flying to Hollywood each week for Baker's program, returning here to carry on her network sustenance.

UNION SCALE IS ACCEPTED

Threat to Yank NBC-CBS

Exchange Programs Off Canadian Stations Not Carried Out as Charlesworth, Weber, Murdoch Patch Up Peace Terms

'CROWN POLICY'

Toronto, July 16.

The trans-Canada walk-out of June 10, which resulted in a constant boycott of the Canadian Radio Commission by over 5,000 Canadian musicians affiliated with the American Federation of Labor, ended last week in a victory for the union after a two-day conference between Hector Charlesworth, chairman of the Canadian Radio Commission, Joseph Weber of New York, president of the A. F. of L., and Walter Murdoch, president of the Toronto Musicians Protective Association.

Charlesworth announced that the Commission agreed to pay union wages to musicians but he declined to operate a unionized organization. First concession was agreeable to Weber and Murdoch who directed the strike. A few minutes later, the boycott was called off.

Strike followed the demands of the Montreal local for a 50% increase in wages for musicians on Commission programs together with recognition of the union. When both demands were refused, musicians throughout Canada rallied to the support of the Montreal local. As a result, Commission program consisted of non-union musicians and electric recordings and admittedly scored a new low for mediocrity.

Only salvation in Canadian schedules was the NBC and CBS exchange programs. Weber threatened an ultimatum to both webs to cease including Canadian Radio Commission stations in book-up originating from the United States. He threatened to have orchestras and soloists in theatres, night-spots, restaurants and hotels off the air. Same went for symphony concerts and military bands.

Deserters on Spot

Strike here saw the denunciation of the union by many prominent musicians who announced that they preferred to remain on the Commission-roll. Two-and-a-half hours after this announcement, many about-faced on decisions and decided to abide by the obligations of union membership, presumably on the advice of Murdoch who knew what the outcome would be. Others were expelled from the union for their actions. Their reinstatement is problematical. No statement is yet forthcoming as to whether they will be penalized for their desertion.

With the approval of Weber and Murdoch, the following statement was issued by Chairman Charlesworth:

Differences between the Commission and the Canadian unions in affiliation with the American Federation were ended to-day and the foundations laid for friendly and candid relations in the future. This means the end of the musicians' strike which began June 10 and which was extended throughout Canada.

'Solutions of an amicable character were arrived at after lengthy discussions.... Mr. Weber's attitude was most conciliatory. After initial discussions, the meeting settled down to the consideration of wages. The chairman made it clear that it had always been the policy of the Commission to pay union scale and that this policy would be continued. It was also made clear that the Commission had no desire to destroy the unions affected or to set up rival unions in opposition to them, as an agency of the Crown, however, it could not deal exclusively

Think Fitzpatrick Cincy Choice; N.A.B. Members Will Fight for Officers Without Network Ties

If True—

San Francisco, July 16. NBC auditioned John Tio, the talking parrot of vaude, for a spot on the Carefree Carnival this week. When it was all over and Lew Frost had quoted a price to the parrot's manager, the parrot piped up: 'Is that net or gross?'

711 5TH AVE. MAY HOUSE WMCA SOON

George Storer may take over part of the old NBC quarters at 711 Fifth avenue for his American Broadcasting System. Negotiations for the space are being done direct with NBC, whose lease obligation on the spot has a minimum of 11 years to go.

If a satisfactory deal is worked out, the Fifth avenue layout will become the broadcast source of WMCA as well as the American web.

Contracts closed last week makes WIP, membership for the Gimbel Bros. store, the Philadelphia ally of the ABS. Storer's previous Philly release has been WPEX. Gimbel Bros. recently bought out the 50% interest in WIP held by the Levy Bros. of WCAU.

PEPSODENT RETAINS

7 AND 10 P.M. NICHES

Pepsodent will move back to its 7 and 10 p.m. EST spots on NBC's blue (WJZ) loop when Amos 'n' Andy resume a month's hence for the account. Drug and cosmetic distrib switched to its present 7:45 p.m. EDT niche on the blue so as to have a convenient cross-country listening time for the Frank Buck broadcasts as far as the kids were concerned. Reason for plotting a 7 & 10 into the later spot a week in advance of Buck's debut was to get it warmed up for the pinch-hitting program.

Abandonment by Pepsodent of the 7 and 10 o'clock segments brought NBC a raft of bids for them from ad agencies in both New York and Chicago. Actually the rush was the recognition of the dial habit value of the two spots.

Wallace Butterworth with Stack-Goble Agency, N.Y.

Wallace Butterworth has been appointed radio director for the New York office of the Stack-Goble agency. For the past year Butterworth has been piloting the agency's Mole account on the air. Previously Butterworth was on the NBC announcing staff in Chicago.

with any one organization or group of individuals. Assurances were given by the Commission that there would be no attempt to penalize musicians who had gone on strike. The Commission requested that, in future, should any differences arise, friendly discussions should take place before action is taken. This was readily agreed to.

Cincinnati convention in September of the National Association of Broadcasters will probably see Leo J. Fitzpatrick of WJR, Detroit, elevated to the presidency. That seems to be in the hope among the rank and file who believe they can put Fitzpatrick over despite any lukewarmness toward him by the web. At present he is first vice-president and the step-up is deemed a natural one.

Although an unconfirmed report mentions the incumbent NAB president, Alfred McCaskey of WOH, Newark, as minded to run for a third term, those close to McCaskey in the east pool-pooled the thought that he is anxious to run again.

Network Domination

In the present evolution of NBC and the station representatives which are altered radically from a four-way, the desire of station-men to avoid what they designate as network domination is perhaps keener than ever. In consequence candidates free of strings to the network will likely be fought for.

Fitzpatrick is popular with the stations and reversely not as attractive to the web moguls because of his aggressive attitude on station compensation from the chaim. McCaskey, although liked personally, would, it is predicted, and his candidacy openly contested on the floor because of WOH's intimacy with NBC.

Another move among station men is a quiet check-up to gather facts as to just how far NBC and CBS support the NAB while deriving the advantages of membership. Payment of dues is being looked into.

WORLD PROMOTES PLUG DISCS FOR PICTURES

Hollywood, July 16.

World Broadcasting System is putting into action plan to distribute records made for picture exploitation. Paramount is already in the fold with negotiations being carried on by Warner, Metro, Universal, Columbia and Fox.

Records are unexpended, containing only material from the film and plugs for the picture. Studio supplies material and sound track for the transcription, but WBS pays for everything else. Theaters wishing bulky music plug stations which in turn divides up with WBS.

About 97 stations are now using the 15 min. Par. records once weekly. KNX will ether the phantoms in this territory.

KATE SMITH RETURNS

With CBS Exclusively For Three Years

Kate Smith has resigned with Columbia for another three years. New deal holds her exclusively CBS for that term, whether her music connection is commercial or semi-commercial.

Warner started on a sustaining series last night (Monday) which assures her of a cross-country hook-up Mondays, Thursday and Friday until she goes commercial.

Versatile Orch

Minneapolis, July 16.

New staff symphony orchestra of the Tribune-Dispatch's recently acquired station here, has 16 members, four of whom are conductors.

Orchestra splits into smaller bands for the various programs and the conductors, George Osborne, Bill Marlow, Frank Bergskey and Cliff Markow, take turns in directing them. When not conducting they play in the orchestra or band, some as the 12 non-conductors.

STUDIO SHOWMANSHIP

(Merchandizing and Program Tieups)

OUTSTANDING STUNTS: NEEDY CASE APPEALS

Station WORK, York, Pa.

Aid Depression Victims
York, Pa.
A minister, Rev. J. H. Arnold, has become the top program attraction on Station WORK. Within a few weeks this unique half-hour twice-weekly program has developed not only into the prime time slot but also a real money winner.

The minister, minister, devotes most of the half hour to philosophy and poetry, but winds up each broadcast with a powerful appeal for unfortunate families hard hit by the depression.

The first appeal brought instant results. An aged couple were about to be evicted from their home. They appealed to Rev. Arnold and he went to bat for them via radio.

Before the station closed for the evening enough money had been brought to the studios to pay their rent in advance for six months and leave a comfortable piece of change in a bank balance.

Food enough to last them for two months came as a result of the appeal and three others were received from responsible families asking the old couple to come and live with them without obligation for the balance of their natural lives.

The program was arranged by the program department, headed by J. H. Arnold, in cooperation with Station Manager Bob Gulick.

FRIDAY THE 13TH

Des Moines.
To celebrate Friday the 13th, KJZZ, Des Moines, donated the day as lucky day for 1500 listeners.

Between chain broadcast announcements, the studio picked names of persons from the city directory, and announced the names of the names over the air, gave the person whose name was called and who telephoned the station within a half hour of the reading of the name, two tickets to the town's leading theater.

Some idea has been used numerous times with local newspaper classified ad departments, but it is the first time it has been applied to radio here.

More than 60% of the names used brought calls, which is considered good response for the first try.

Talent Abundance

St. Paul.
KSTP has dubbed its newly-inaugurated air contest night "Talent Search for Talent," but the stunt is hardly a search, what with the station's studios in both Minneapolis and St. Paul included in the hunt the first night will be a search.

Station planned to run the stunt for a half hour last Monday (7) night, beginning at 10:15, but so much as the response that the thing ran on until 1:15 A. M., although KSTP generally closes down at midnight. Only interruption during these three hours was 15-minute Dodge commercial at 10:30.

Pre-assuming lack of microphone poles on the part of the majority of tyros, Phil Brownson, who met from Minneapolis, and John Wald, who presided at the St. Paul end, banneted back and forth, switched mikes and generally alternated the program activities between the two cities throughout the three hours, giving the jamboree enough horseshoe and good-natured ransacking to make the stunt a smash hit with local listeners, who were helping to put the tenderfoot performer at ease.

Program ran the gamut from Beethoven's concertos to low-down blues and hill billy moaning, while the performers' acts ranged from 15 to 15—the juve limit established by the station in advance. Some of the acts were good, others mediocre and some just plain lousy, with sufficient variety throughout the three hours to make the ensemble a general laugh riot.

Halls were jammed to the eaves by those who came to see the entertainment gifts, as the studio jotted down names of those who couldn't be accommodated the first night for the program's next airing, slated for a full hour to night (17), beginning at 10:15.

KSTP has enough names now to keep the hour going for several weeks and more are coming in daily. Stunt will be repeated every Tuesday from now on, and according to Phil Brownson, the studio's production manager, if the general result continues anywhere near as good as the inaugural hour will likely find a sponsor before long.

Studio Show Case
Baltimore.

When WFRB's new office quarters are completed, an entire side of the reception room will be devoted to an exhibit of the products advertised on the air (motor cars and garbages) via the station.

Covering Tough Strides

Portland, Ore.

Complete coverage of news developments in The Longshoremen's strike situation in Portland is given hourly on KEX, one of the radio stations operated by the Oregonian.

Plenty of difficulties encountered and surmounted by the KEX staff in order to provide accurate, up-to-the-minute news for the radio audience. Late in June, it became apparent that the strike situation was nearing a crisis in Portland.

The center of activity was shifted from the city to Terminal No. 4, where ship owners prepared to open the Port of Portland under police protection.

Immediately, the longshoremen picketed the entire terminal premises, and an air of tension pervaded the atmosphere. At first, the news was few. Public interest was so aroused that only by radio reports could the news be disseminated far enough to satisfy Portland residents.

Station KEX took up the job of getting and giving out the news, and has continued it since then. Permission was gained to install a microphone at the docks and broadcast by remote control. Just one broadcast went out, but just one minute before the second remote broadcast was scheduled, the permission was revoked. KEX was given authority, however, to install a microphone at the docks and broadcast by remote control.

A staff man was assigned to the job. He sits and sleeps at the terminal, without a moment's rest, regular officers, special police and strikers alike, thus getting an 'in' on all the news.

Unloading of boats is now underway with scab laborers working under a heavy guard—and regularly, on the hour, KEX listeners receive news bulletins covering the developments, and are kept twice during the day, longer summaries of what has been going on.

Promoting 'Jimmy Allen'

Omaha.
WOW, working in co-operation with one of its large sponsors, has promoted probably the largest stunt, from the standpoint of the number of people interested, the town has known as a result of a radio tie-up.

One of the station's steadiest programs has been the air adventures of Jimmie Allen, and to promote this program that Jerry Burke, program director, took over the handling of model airplanes contest. It was simply a prize contest to find the most efficient and best constructed model airplane, but the manner of putting it over drew the crowd.

Steady campaigning over the air with some sappy aids from the dailies brought out fifty-two entries. This large number was due both to the station's prizes and to the prominence of the man who consented to act as judges. The lining up of the judges was Burke's work, and proved to be a success.

The line-up included Major Burke, aviation chief of the Seventh Corps area; Colonel Amos Thomas, Nebraska National Guard; and the National Air Intention executive, and City Commissioner Harry Knudson.

The municipal airport was set as the place for the contest, and when it came time for the races Sunday afternoon, July 8, the field was swamped with spectators. A newspaper estimated the crowd at 15,000. Unfavorable winds and weather conditions, however, necessitated postponement of the contest until the following Sunday.

The event was broadcast over the station with Jim Ewing, National Air Race announcer, and John Chapel, station announcer, at the mikes and the loud speakers. Ewing in town to promote air races being sponsored by the Chamber of Commerce August 11 and 12. Boy Scouts had furnished music.

In all Burke's Bureau contest brought Jimmie Allen into favorable notice of at least 20,000 people.

World's House Organ

New York.

World Broadcasting System, Inc., launched its second edition of its home organ, 'World News' (Circular is edited by Adrian James Planter, runs eight pages).

Contains, in addition to plugs for the World News, a little about the spot broadcasting business in general.

No Delay on Radio
Hazleton, Pa.

Kiwanians in Hazleton, Pa., have been using Station WAZL as an agency to be the first to hear what's more they like it. Station broadcasts all weekly meetings. Program on the air exactly at 1 P. M. so no delay in getting started.

Station WAZL has been in time for wind-up at 1:30, so boys get back to business on time.

Fans go for broadcast too, with scores of letters every week.

Zomer Feels Better

Charlotte, N. C., July 15.
Charles Crutcher, over WBT recently signed off the Pap-O-Dine sponsored Zomer in this way.
This is Charles Crutcher saying goodbye to Pap-O-Dine that relieves stomach distress and Zomer.

EQUITY WAITS FOR AIR CODE

Equity has received few applications from radio artists who, under a regulation adopted early this month, are permitted to join up at an initiation fee of \$10. No proselytizing has been done as yet, Equity awaiting the setting of wave scales and hours of work for microphone people by the Radio Code Authority. When that is accomplished Equity expects its membership in radio ranks to increase because microphone artists will have the support of the association in checking on violations of the new rules. That especially applies to smaller stations.

Delay in setting the scales is blamed on the National Association of Broadcasters. Understood the latter has not yet sent out questionnaires from which the CA can obtain data for fixing wave scales. NAB had the questions which the scales were to answer. Equity wanted to question whether NAB set aside, but as the Equity officers are on the record, the CA is expected to consider the matter when the result of the questionnaires is presented. Claimed that the original list of stations which NAB proposed to send questionnaires was but 50% of the total number. Aim now is to include all stations regardless of power and range.

About a year ago Equity located its initiation fee from \$10 to \$50 for legit players. Did for radio members is expressed in the \$10 fee. New rule, too, would permit former members now in radio to resume membership for the same fee, regardless of whether they are delinquent in dues.

WFRB STUNT

St. Paul Dispatch Active in Radio-Hallway Gag

St. Paul, July 16.
St. Paul Dispatch, which recently bought into WFRB with the Minneapolis Tribune, is front-paging its radio-newspaper back-up with the strapline "a balloon, which is scheduled to burst at Radio City (N. D.) as soon as weather permits."

Two powerful short wave sets, one to keep in touch with the gas bag itself and the other to contact the Army station and other North-west ground stations, have been installed on the outskirts of St. Paul and are set to relay the happenings on the flight to the newspaper and its other outlet.

John Lilly, local radio amateur, and David Lohmeyer will operate the short wave sets, assisted by John M. Sherman federal radio inspector in charge of this district under the new Federal Commission on Radio, and Rex L. Munger, radio engineer. One of the ground sets will be kept tuned in to the broadcasting set on the balloon itself, which will broadcast on a short-wave length especially assigned to it by the FCC.

Capt. Albert W. Stevens and Maj. William E. Kanter, who will be in the air-tight gondola under the balloon as it ascends, will make frequent reports on the progress of the flight into the stratosphere, and WFRB is asked to broadcast news bulletins of these reports as received.

Sandberg with KYA

San Francisco, July 16.

Henry's KYA has a new sales manager in Dave Sandberg, last with the station representation firm of Grier, Blair and Knight as Los Angeles manager.

Same station has come through with three cash awards after covering the past week, including the General Mills sponsorship of three weekly baseball broadcasts from Santa stadium, six nights weekly for ABC broadcast of San Diego, and the Albert Samuels jewelry company show with Louis Faber, California historian.

New Business

CHICAGO
Sterling Broadcasters, Inc., three 15-minute periods weekly with the Mike and Herman team. (Hatherton & Byron agency, Chicago). WBBM.
Century Laboratories, continuation order of three 15-minute periods weekly. WBBM.

LOS ANGELES
Fantasia Farms, 3 announcements nightly, through C. H. Stuart. KSKK.
Chevrolet Motors, three announcements nightly and daily spots. Through Campbell-Ward. KXKX.

Victor Clothing, five-minute daily program and spot announcements. Through Newman Agency. KXKX.
Best Foods, spot announcements. Through Benton & Bowles. KXKX.
Merriam for Governor, five-minute talks through July. Through Love Features. KXKX.

Aschbach, six 20-minute programs weekly. Placed direct. KFWB.
Philo, 30-minute program Tuesdays for 10 weeks. Through City-Milbrandt. KFWB.
Silverwoods, 10-minute football talks, twice weekly. Through Lockwood-Shackelford. KFWB.

DENVER
Golden Eagle Dry Goods Company, 13 announcements. KLE.
Ritch's Theatre, 10 announcements. KLE.
Cubon Village, 20 announcements. KLE.

Broadhurst Shoe Company, 15 announcements. KLE.
Metropolitan Beauty Shop, 15 15-minute programs. Builings. KLE.
Noby Auto Company, 20 announcements. KLE.
Doran Coffee Company, four announcements. KLE.

Colorado Sanitary Food Company, three announcements. KLE.
Bosey's, Inc., "Dury-Rich," 15 15-minute transmissions, three a week. KOA.
Doran Coffee Company, 112 announcements, four weeks. KOA.

Hestonice Manufacturing Company, 15 one-minute announcements. KOA.
Newsticker Company, three one-minute spots. KOA.
Dugout Gas Frack, one announcement. KOA.

Every Apartments, one announcement daily, one month. KFWB.
Eddie Orr's Broadcaster, Country Club, 300 announcements, five daily. KFWB.
All-Food Laboratory, five announcements. KFWB.

Channing's Restaurant, five Sunday announcements, one month. KFWB.
Cherry Creek Tavern, five announcements. KFWB.
Curtis Bell, five announcements. KFWB.

Cattell Clothing Company, seven announcements. KFWB.

WFRB'S OWN BUREAU TO HANDLE ARTISTS

Baltimore, July 16.
WFRB is molding an artists' bureau, which will be affiliated with the NBC service. Station has already contracted half a dozen hands, plus numerous local entertainers of all sorts. Is not limiting list to radio talent, but embracing all phases.

First personality station is attempting to build up its Osborne Bond, who pens a column on philately that is syndicated in 16 newspapers. Station has him on weekly sustaining stint and is trying to get him spotted over the NBC red ribbon. WFRB is local rep for NBC artists' bureau.

Adlerika to Midwest

Minneapolis, July 16.
Midwest Broadcasting Company of this city, headed by Harold Finkelstein, motion picture theatre chain owner, has landed the transcription contract of the Adlerika company of St. Paul. It will make a series of 26 transmissions, to be broadcast on 50,000-watt stations throughout the country.

Musical programs will be along the same lines as hitherto, but with a dramatized announcement in place of the Adlerika Advisors' "10 important words." Frank Luther formerly had the contract.

Smith Bros. Yearly Whirl
Smith Bros. return to NBC Oct. 6 for their seventh seasonal whirl of 24 weeks. Program cast, Billy Hill, Poppy Lambert and a Nat Shilkret combo, is the only that night will be Saturday midday of Sunday.

Involved are 24 stations on the red (WFRB).

announcements in connection with the temperature report. KOA.
B. K. Service Broadcasters (camping the weather). KFWB.
U. S. Drug and Sales Company, 50 announcements. KFWB.
Firestone Service Station, five spot announcements. KFWB.

U. S. Drug and Sales Company, 50 announcements. KFWB.
Watchtower Bible and Tract Society, one hour program Sunday, KFWB.
Frances Jewelry Company, three announcements daily, two weeks. KFWB.

Gipsie Cleaners, one announcement daily, one month. KFWB.
Tomp LaSalle, 10 announcements Sunday, one month. KFWB.

NEWARK, N. J.
Venice Theatre, six half-hour radio a week, starting Aug. 21 13 weeks. Through Ross & Seibin, Inc. WNEW.

Gong Gong Gang, Inc., three 15-minute periods, a week, five weeks, starting July 20. Through Ross & Seibin, Inc. WNEW.

OMAHA
Nebraska Clothing Co., announcement as scheduled, one year, began June 18. KOIL.

Miss Dash Shoes Co., announcement every Friday, for one year, began June 14. KOIL.
Pino Co., announcement daily except Sunday, 100 times beginning November 5. Placed through A. J. Sears & Son. KOIL.

Nebraska Law School, announcements, Monday, Wednesday, Friday, began July 16 for one year. KOIL.
Nebraska Beauty Preparation, seven five-minute programs given twice per week, began July 9. WAAW.

American Automobile Co., KJZZ Park Walkabout, increased daily 15-minute periods from two to four and one on Sundays. WAAW.
St. Paul's Radio, announcement daily except through Buchanan Thomas agency. WAAW.

Kresge, Inc., beauty salon, announcement daily for one week. WAAW.
Archer Travel Service, announcement daily for one month. WAAW.
Omar Lumber Co., renewal of contract for 24 weeks broadcast of Mary Baker's 10-minute programs, all days per week. WOW.

Gold Packing Co., announcement daily for 13 weeks. WOW.
Over, with the Baxter, three months. WOW.
General Baking Co., 100 announcements as directed, renewal. WOW.

Victor Pittsburg
Victor Pittsburg Co., quarter-hour program, 52 weeks. Placed direct. KDKA.

Reid, Murdoch Co., renewal of four weekly participations in Home Forum for 13 weeks. Placed by PHILIP C. FARMER, KDKA.

Sea Dredge Laboratories, Inc., 20 Sprague's Sports Stunts nightly except Sunday for 10 weeks. Placed by Reed Advertising Agency. KDKA.

Chelton Manufacturing Co., one spot announcement weekly for 13 weeks. Placed by Van Sant, Duquesne Co. KDKA.

Muskerb Shoe Co., three announcements weekly through June 1923. Placed direct. KDKA.
Detroit Motor Vehicle Corporation Co., three spot announcements daily for seven weeks. Placed by J. P. Walsh agency. KDKA.

P. Duff and Son, Inc., weekly participation in Home Forum for 13 weeks. Placed by Batten, Barton, Durkin and Osborne. KDKA.
Fleisching Oil Corp., weekly 15-minute program with Al and Paul for 13 weeks. Placed by B. C. Erickson. KDKA.

Joseph Delfoy and Sons, 15 announcements at rate of two per week. Placed direct. WFRB.
Dr. H. V. Walls, 15 announcements used when desired. Placed direct. WFRB.

SEATTLE
Signal Oil, three announcements daily except Sunday for one month. KOI.

Union Pacific Stages, five minute dramatic skit, every Thursday for five weeks. KOI.
Enderbush, 15 15-minute remotes from location daily each afternoon and evening over KOI; started July 3, runs till contestants drop.

Dr. H. V. Walls, 15 announcements used when desired. Placed direct. WFRB.

Theatre Calls Radio Actors Inept, Sponsor Chills, Station Almost Patsy

Baltimore, July 16. WFBR henceforth will not air a commercial unless it meets with complete station approval in advance. Decision was prompted by experience last week when the Louis Shacter agency put together a program for National Beer with talent and in a manner suggested by brewery.

Program consisted of a dramatic company from Washington that was to present dramatic playlets 15 minutes five nights weekly. Station made merchandising and publicity deal with Law's Century whereby the troupe would broadcast one of its programs weekly from stage of the auditorium, the pit for that night being a resume of the subsequent week's picture plot.

At first stage performance the Law management declared the troupe poor and cancelled the deal. That prompted brewery to seek to cancel its air time altogether, which had been contracted for 13 weeks. Station nixed, offering rather to frame new period, which brewery finally agreed to.

New program is authorized but thrice weekly, and has no stage tie-in. Consists of the Bernie Laphin 34-piece orchestra, warblers, Joan Moss, Lou Timmons, Al Nelson and the Simms Trio.

WFBR in Regional Deals With WRC and WRUA

Baltimore, July 16. WFBR has made a deal with WRC, Washington, whereby it pumps commercial programs through to the Washington station. First period piped to capital was National Beer quarter hour, beginning last Friday (13). The brew is peddled in both towns.

Similar deals pending with WRVA, Richmond, and WTAR, Norfolk, whereby sponsored programs will be given outlets back and forth over the four-ply web whenever available.

Molly Picon on WMCA

Molly Picon goes WMCA for General Foods on Sept. 4. Yiddish songster-comedian has 26 weeks lined up on Wednesday nights at 7.30.

Program will be split up into both Yiddish and English, with English songs predominating. Miss Picon will sing at least one song in her native language on each program, however.

Red Heart's Sept. Start

Chicago, July 16. Red Heart dog food is going on NBC over the red network on Sept. 8 for a regular 15-minute Sunday airing. Will star Bob Becker, who was featured on a similar program this year over WGN and a number of indie transmitters through radio dialing.

Show spotted through the local Hunt, Hurst & MacDonald agency. Same agency also arranged with NBC for a renewal of the Acme show out of Cincinnati, featuring Smiling Ed McConnell. This is a twice weekly program and will get under way again on Sept. 2.

Town 91% Radio?

Asheville, N. C., July 16. Station WWNC, has completed a survey by which it has determined that 91% of the homes in Asheville are equipped with radios. Station makes claims, in page advertisements in Asheville papers.

NBC-CBS May Stop Frisco Airing Due To Music Strike

American Federation of Musicians may call upon NBC and Columbia to stop feeding programs into their San Francisco releases while the musicians' strike is on in the latter city. International offices in New York was advised yesterday (Monday) by its Frisco branch that the local men had walked out in sympathy with the longshoremen's strike.

Officials of the A. F. M. last night took under consideration the advisability of cutting off the San Francisco studios from all outside hook-ups involving musical programs. Meanwhile, several sustaining shows scheduled to come out of the Frisco division today (Tuesday) and tomorrow have been called off by NBC.

Brooke, Smith & French Get Hudson-Essex Acc't

Hudson-Essex Motors has switched its advertising account from the Blackman Agency to Brooke, Smith & French, Inc., of Detroit.

Car making combine several weeks ago walked out of a time obligation with NBC. After the account pulled two weekly programs it had scheduled on the red (WEAF) and blue (WJZ) tubes, NBC advised the Hudson-Essex home office that the obligation would be enforced. Each program series had five weeks to go.

Philip Cohen, Los Angeles rep for the American Society of Composers, Authors and Publishers, returns there July 26 from the ASCAP convention of district men in New York by boat. Mrs. Cohen making the trip with him.

EUROPE MUDDLE HELPED A BIT

The Hague, July 4. Union Internationale de Radio-diffusion has held a conference at London, where a makeshift compromise was reached over the European wavelength-tangle. Where interference was too terrible some small changes were made. This refers to Russia, Finland and several Eastern European states and Scandinavian senders. During the winter months tests will be taken to find out how these changes work and at next meeting of the Union in February, 1935, further discussion will be held.

Holland did not get anything out of the London conference and stays, as Roumania, unchanged. Europe is badly muddled on allocations and always has been.

Pennsylvania Stations

Get Bettered Status

Lancaster, Pa., July 16. Unlimited time on the air and a new spot on the dial and substantial power increase, are farwell gifts received by Station WORK, York, from the Federal commission lately.

While no date has been announced, it was expected that the Mason Dixon group member would probably be on the air in its new spot on the dial at 1220 within the next two weeks. When it assumes new position it will take the air with a power boost, granted in a special permission, which raises it from 250 watts to 1 kw.

At about the same time WGAL, the Lancaster member of the group, will also up its smoke to 250 watts. The station which has been broadcasting on 100 watts, was recently granted unlimited time by the commission and relocated at 1500 kc.

Officials of the group stated that their intention in seeking greater power was not to try to cover a greater territory so much as to lay down a stronger signal in the area already covered.

WKJZ, Lancaster's other transmitter, was also given authority to move out of the 100-watt class and get into the 250 group by the commission. Its officials have not announced when they will take advantage of the boost.

Earl Redell, formerly associated with stations in Amarillo and Chicago, is the latest addition to the KTAT, Fort Worth, announcing staff.

Radio as International Trade Weapon

Assault Foreign Markets Through Short-wave and Local Dials

In their competition for South America trade American, British and French exporters are figuring on making use of local radio stations this coming season. Inquiries on available outlets, radio sets and native entertainment in the various S. A. countries have been pouring into the offices of station reps specializing in this field from these three merchandising sources.

Germany recently announced that it would do its trade warring in South America through the short wave route. With the programs emanating from government owned stations in the homeland, America, British and French manufacturers and distributors have let it be known that they prefer to take their sales battle right into the countries concerned and regale them with native talent and patois.

In order to get their sales messages into England, Scotland and Wales, English manufacturers are spending around \$30,000 a month for time with Radio Luxembourg, the sole outlet in the latter principality. With the air channels in their own country barred to them for advertising purposes, more and more of the British merchandisers are resorting to the across the channel transmitter, Radio Luxembourg has recently received inquiries from American firms distributing in the British Isles regarding time sales programs, etc.

News Commentator Enters Politics in Nebraska

Lincoln, July 16. Foster May, newsmaster over KFOR, who occasionally talks over KFOR here, too, is on the Democratic ticket for county clerk in the primaries for Aug. 14. Being the only Denis Bing, he'll be a cinch to go to the finale.

May has piled up a lot of votes for himself due to the newsmaster and the familiarity of his name. The station where he works are confronted with an unusual situation and there was some talk of halting the newsmaster while he's campaigning.

Byrd Lenser Spiels

Hollywood, July 16. The troubles of a cameraman in the Antarctic will be described by John Herman, cinematographer now in the South Pole regions with the Byrd expedition. Talk by Herman will be part of the Byrd re-broadcast program coming from Little America, Wednesday (18). Herman photographed International Photographers, local 659, International Alliance Theatrical Stage Employees, here that he would go on the air.



KATE SMITH
webe

columbia
broadcasting
system ...

monday
thursday
friday
8:00 p.m. e.s.t.
coast-to-coast

Management
TED COLLINS



The World's Most Powerful Broadcasting Station

JACK USHER AND GRACIE DRAGON

Although new to radio, these two veterans of musical comedy and vaudeville need no introduction to the majority of the radio audience. As "Babs and Don" they will parade their comic antics over the 500,000-watt WLW microphones three times a week. WLW program officials believe they have in this team a sure cure for the hot weather doldrums of the radio audience.

From the sound of footstaps to a symphony orchestra ...



talent and production facilities cover the gamut of radio entertainment ...

GEORGE GIVOT
With Tommy Mack, Freddy Rich
Comedy, Band
30 Mins.
Sustaining
WABC, New York

Only thing that George Givot has to worry about in connection with this Tuesday night assignment on the possibility of his burning himself out by the time he finds himself a commercial. Givot has developed this weekly inning into a bang-up on laugh affair. It rates as one of the funniest packages of entertainment currently allied with either of the national wets. As the show now stands it's ripe for picking by a sponsor.

Givot has surrounded himself with an expert bunch of zanies, plus a straight, who has swell knack of feeding and is a comic in his own right. Among those stooging for Givot is Tommy Mack, whose flair for manning of verbiage through the nostrils registers effectively on the loudspeaker. Mack's style of linguistic slapstick does need a little tuning down over the air. In vaudeville his frequent resort to the expletive, "nuts" may be okay, but in radio the reaction to this practice can easily come within the pale of the offensive.

Last Tuesday night's (19) installment had in addition to Givot's Greek a flock of other dialects, each well handled. Script, though studied with lots of odes, had the stuff that spells misdirection mirth and a continuity that kept the production moving along sprucely. It was a deft piece of programming all around, with due credit to the Freddy Rich team and the team in on the vocal interludes.

Ode.

ALEXANDER
GUEST
CONDUCTOR
PARAMOUNT
New York
7th
WEEK
NET
SKY

MGM STUDIOS
CULVER CITY, CALIF.

fred allen's
HOUR OF SMILES
HILL
PORTLAND BOY
JACK MARY
IRVING BELMONT
LLOYD STANLEY
HUBERT WOOD
ELMER COLGAN
LENNIE HAYTON'S SPANA
THROATINGS
Stated by Fred Allen and Mary
Tugend
Management Walter Batchelor
Wednesday, 8-10 P. M., D. S. T.
WEAP

THE FUNNIBONERS
GORDON, DAVE and BUNNY
LOU'S VALENTINA
(This Week, July 19)
Also Stars of the
ONLY PROGRAM ON CBS, Monday,
Wednesday, 5-6 P. M., D. S. T.
Hudson Street & PLAZA

VIVIAN JANIS
ST. MORITZ, NEW YORK
NIGHTLY
Sole Direction
HERMAN BERNIE
1619 Broadway
New York City

HAROLD STOKES
Directing
Chitralone and Palmer House
MIL. CHICAGO

GOOD GOLF LONDON SHOW
With Garfude Lawrence, John
Tilley, Danny Malone, Welsh
Guards Choir, Ray Noble, Chris-
topher Stone, Carroll Gibbons
Orchestra
Revue
Transatlantic
COMMERCIAL
WABC, New York

Good Golf is a delectable, and Cecil Warwick & Cecil, as advertising agency, operate a Sunday night half-hour that manages to steadily to hit a comedy quality of showmanship. They have, among others, provided Will Rogers and George M. Cohan for the American public. Now comes this series of pretentious pick-up from overseas the first of which, originating in London, came through in Manhattan at 9 p.m. Sunday (15) which corresponds to 2 a.m. in the British capital.

First question on an international broadcast naturally relates to engineering. An electric rainstorm had cut off shortly before Good Golf went on the air. Conditions were not ideal but all things weighed the reception was good. There was the inevitable far-away quality to the voices and music yet commercially this heightened the reality and authenticity of the program without detracting.

Flaw of the program to many on this side will be the British diction, or lack of it. A good deal of the verbalism seemed garbled. Enunciation seemed not to be stressed on the speakers and the music, if it even sounded somewhat like one of those revue burlesques of a group of English drawing room actors assembled at a dramatist's house party.

But the very Britishness of the program carried its own unique charm. Presumably Good Golf has built a following better than average.

There is, of course, that group of self-conscious Yanks who gas at the throat when the 'affected' British manner of speech is rendered in extended doses and perhaps the majority do not mind a variation of the standard argot.

Unquestionably, the listener has to work to get the full value of a program like this London offering. It is no program to let percolate in one ear while giving the other ear to the bidding at contract. To absorb Good Golf's London revue undivided attention was imperative. Indeed the best and safest international listening system is one ear closed not more than 12 inches from the loudspeaker.

On subsequent weeks the sponsor will bring in Berlin, Paris and Vienna. That, presumably, in alien tongues. Another question is the legitimate question, will Americans listen when they don't understand?

Meanwhile the usually crystalline Garfude Lawrence was for a time less than her customary vivacity. She sang first Cole Porter's "Physician's Song" from "Nymph Errant," said never to have heard over the radio before. This is another Cole Porter reworking of his own pet formula, a lot of pseudo-sweet lyrics, with a sexy innuendo holding together what would otherwise be a very singsongy, monotonous chant.

There was another first time musical broadcast, Noel Coward's "I Followed Him" from "Convalescence" and composer-conductor Ray Noble was also a participant. Music was agreeably rendered by the Castro Carroll Gibbons from the Hotel Savoy in London. And there was a brief bit of choral work from the Welsh Guards Choir that was old.

On the comedy end there was John Tilley. His spiel is probably wide of the target for the general public over here. A minority will chuckle over his subdued ironies and slip into a little sniggerings and the College of Heraldry are a bit too esoteric for comedy purposes in Yankdom. Introducing himself as an advocate of disarmament, Tilley rambles on in a style the nearest approach to which over here is Joe Cook. His tag, "and that is why we should favor disarmament" compared to Cook's "and that is the reason I will not initiate four Hawaiians."

Danny Malone, just another Irish cove, fumbled a command attention and let the program slump from a transatlantic viewpoint. Amusing, too, for the trade listeners was the 'dearly beloved' announcer, Christopher Stone, who he uttered a company a splendor heard through 3,000 miles of ether with one gear at hand, yet the veteran Norman Brookshire officiating on the New York end and the British band down lead in the matter of punchiness. Still possibly ideals for announcer differ across the pond.

A novelty broadcast of this one, called. As an entertainment, appeared inevitably by American broadcast standards, it had drawbacks although probably the best program from London ever heard.

Land.

WALTER PITKIN
"Clearing House for Hope"
15 Mins.
Sustaining
WABC, New York

Walter Pitkin is the writing-lecturing-popularizing-best selling professor of Columbia University. This is his first radio appearance. A series for CBS, which started July 12 and is due for Thursday night airings at 8:15 BDTT. It is not too hard to guess that he may be a snail on the air. It's a "canny" act at pulse-reading the home American.

Unlike the majority of erudite broadcasters, he brings to radio an idea. A well-filled noddie rears on Pitkin's verbiage. This filters through an imaginative vocabulary and contacts with a lecture platform-lubricated larynx. In other words, Pitkin has what the money syllable refers to as the gift of gab. So he starts like a character actor who knows how and only needs a script to get his teeth into.

More than that script in his "Clearing House." That's addressed to the so-called "lost generation" and to all other victims of maladjustment. He has a message for more common than balloons, a pink tooth brush. Nobody can estimate just how many millions may listen to Pitkin with the feeling that at least a prophet has bobbed up to lead the children of fore-closure into the pastures of clear vision.

It's ambitious. Pitkin has outlined a radio program conception rather heroic. Some may say grandiose like the dreams of an evangelist, who spends from the limitations of text in the wider bishopric of the kithcyples. In essence Pitkin proposes to set up and operate a factory for the manufacture and dissemination of courage, optimism and the pioneer spirit, post-depression variety. Pitkin declares that radio is the only mechanism capable of accomplishing the purpose.

Pitkin has a redeeming sense of realism, a common sense approach that takes away any Pollyannaism. His idea sounds more like sermonizing in a report than it actually is. Actually, the high note of optimism and courage and down-to-earth applies to the speaker is rather stimulating amidst the general absence of confidence these days.

Pitkin's stunt is worth a close check-up. It is a new stunt in radio programs and very likely a fine commentary in itself upon the American scene and people.

Land.

PAUL PATTERSON
"Camera in Journalism"
Interview
15 Mins.
Sustaining
WABC, New York

Head man of the Baltimore Sun stepped before the microphone at NBC's "Camera in Journalism" interview. This was a series of opportunities in newspaper work. This presumably was for the benefit of recent graduates and the so-called "lost generation" who are funneling around in the dark. NBC has been bringing big personalities from various professions and businesses for a summer sustaining series of this character. Journalism hereby took its turn.

Patterson, of course, is a big name in journalism but not a good choice for all his probable desire to be helpful. For the summer, he seemed too high up, too important, too many years away from the workers' viewpoint, and altogether too condescending. There were a couple of young fellows just out of the diploma-works plus William Lundell of NBC. They were cast in the program to sit at the feet of success and pick up the scraps as they dropped. It snatched a little of the deep-Coolidge epoch to carry the needed sense of realism for post-depression days.

Patterson named nearly every other well-known publisher in the land so NBC presumably got lots of press goodwill.

MAURI CROSS and COUNTRY CLUBMEN
Dance Orchestra
15 Mins.
COMMERCIAL
WOWO, Ft. Wayne

Kroger company enters its third consecutive season over station with this new offering. It was introduced by Mauri Cross, former member of Don Bestor's first band.

Heretofore company has used tried and true novelty for air, but this one has more popular appeal according to the listeners. "Group is full-sized and uses the musical novelty as its best draw." Cross himself said a little bit of everything which is good for station as it needs new personalities very much. Fred Thompson, also a station feature, at the piano for good music.

Doral.

ED LOWRY
Songs, Piano
15 Mins.
Sustaining
WJZ, New York

Ed Lowry, a clever fellow on the stage, is wasting his time and energy on the program he is now offering in his own name. Not only will it not advance him but it will give people who don't know otherwise a wrong conception. His material and the general sapiness of the quarter-hour program is a comedian of a culture more to be expected on WBX, Utica, or WHDH, Peoria, than an NBC spoke. This "pet" is a sample of the puns that followed a horticultural pattern. "Stocked in the puss-yellow with a sack of buckwheat flour" is another. "I'm in love—maybe it's indignation" is a further indictment.

When he sings Lowry is safe. But these songs, those horrible, pointless, mildewed and pathetic gaglet and the announcer playing straight with that phoney-sententia laugh! Land.

HARMONY BOYS (7)
Harmonies, Duo
15 Mins.
Sustaining
WGV, New York

Appearing on a small-time station this septet of youngsters is not exactly small time, although not particularly distinguished. They're an harmonica sextet, with the seventh member strumming a uke and, on occasion, singing vocally to self-accompany. When caught Sunday night at 5:30-5:45 p.m., Ed the singer was airing a home-made ditty credited to one of the boys in the combination.

Their harmonica harmonies aren't bad at all, and with it shapes up into a fairish quarter hour. Abet.

RADIO SWEETHEARTS
With Annette McCullough, Jerry Brannon and Piano Pals
Sustaining
30 Mins.
WGV, Schenectady

Pair of pop singers and a piano duo, heard on various commercials and sustainers, have become a foursome for a new summer hour program billed as "Radio Sweethearts." Miss McCullough, who originally attracted attention as a local Kalamazoo, winning several stage, audition contests, teamed with Brannon in a "Dottie and Bill" singing-acting skit, sponsored by a furniture company, on a morning broadcast about a year and a half ago. Brannon, one time warbler with a dance band, worked for a time with the Piano Pals (Monica Leonard and Dorothy Sherman) on a daylight shot first over the NBC red web.

Present setup brings solos and duets by Miss McCullough and Brannon with accompaniments and brief interludes furnished by the female pianists. Quartet pours into the amplifier a draft of listenable pop music, the vocal duets being especially smooth.

If they teamed more frequently, Miss McCullough and Brannon would develop into a first-class twosome of the romantic type. Their voices blend well for pop. Brannon seems, in duets, to drop the saccharine with which he too often favors his tenor solos—and they handle lines neatly. Due, perhaps, to the fact of the Piano Pals for lack-limpo numbers, the vocalists sang more bits of this type than in their wont on solo programs, but they scored themselves creditably in the new venture.

Ivorists are capable in the pop line.

JIM BROWNING
Wrestling Talk
Sustaining
5 Mins.
WGV, Schenectady

Wrestler, who recently lost the world's championship to Jim London in a New York City match, appeared as a guest on one of the daily news broadcasts by Jim Henley, Albany newspaperman and a commentator on his evening sports commercial over WGV. Understand that Browning, in his barnstorming about the United States and Canada, visits the offices of local newspapers offering to take part in publicity tie-ups, via radio or otherwise.

On the shot, Browning showed himself to be an intelligent, well-spoken chap, bearing out the truth of the oft-repeated statement that professional wrestlers usually possess some brains as well as brawn. His college training—he studied for two years at a teachers' institution in Missouri before the 15-per-diem wage scale in the Oklahoma—held him away from wrestling was evident in his speech and manner before the mike. He appeared to be just as cool and as sure of himself as did the always-at-ease Herley. In fact, he seemed to have no objection to his pronunciation of the words "wrestle" and "center."

Hour of broadcast was not the best one in which to catch the ears of most fans, resting this. Henley inserted a reference to the children listening in. But Browning delivers, nevertheless. It is a good bet for a Mike interview over local stations.

JOSEPH SATOUR Orchestra
30 Mins.
Sustaining
WOR, Newark

This is a smart Continental coming from the Cafe Chantant atop the Hotel Montclair, N. Y., who are on WOR several times weekly. Caught on the Sunday 5-5:30 p.m. session, they dished up a varied and highly appealing assortment of compositions ranging from light classics to Cuban rumbas.

Considering that it's an all-string combination and that they lack the usual gourd, maracas and other rumba props, that pianist and guitarist can more than make up for it with their song-forthright rhythms.

It's a very pleasant-on-the-air combination and a bright interlude in the usual Sunday afternoon run of stuff.

Abet.

BO BUDOFF
Hush Singer and Pianist
30 Mins.
Sustaining
WBT, Charlotte, N. C.

Bo Budoff (Mrs. Bill Elliott) has worked in number of radio hours with her husband, the both of which was the Three Spinners period for Threads, Inc., in which she sang and played the accompaniment.

Now, with the Threads program closed down for the summer months, Miss Budoff has been added to the WBT sustaining staff for a daily half hour of ball songs and ever hotter piano pounding.

Her voice is good but in some numbers she makes her blues too blue, if that is possible.

Columbia Broadcasting System

VERA VAS
THE VELVET VOICE
OF
RADIO-STAGE-SCREEN
WABC and CBS Network
Wed. 7:45 p.m. Thur., 11 p.m.
NEW

COLUMBIA BROADCASTING SYSTEM

LEON BELASCO
PARAMOUNT, NEW YORK
This Week (July 19)
MON., FRI., WABC, 10 HOURS
Cont.-to-Cont.
St. Marks Hotel, New York, Nightly
Sole Director GERRARD KERNEN
160 Broadway, New York

Headed by WTAM, CLEVELAND
For Special 6 Weeks Commercial
Broadcasting

THE RIZZ-LEERS
For further information
SABON, 610 N. 3rd Ave., Grand
Prison Division, CHARLES & SAVA

HOTEL PIERRE

JACK DENNY
AND HIS ORCHESTRA
Concert 9:15
Wed., 10:30 P.M.
WJZ
Sat., 12 Midnight Mon., 11:30 P.M.

Mme. ERNESTINE SCHUMANN-HEINK
Sponsored by
GERBER'S BABY FOOD
WERN, N.Y., Sun., 9 P.M., 10:00

VERNON CRAIG
Baritone
Tues., 3:30 P.M., CST
Thurs., 2:30 P.M., CST, NBC WJZ

A UNIVERSAL MAGNET

OZZIE NELSON

and his ORCHESTRA

Featuring
HARRIET HILLIARD

CROWDS
COME
RECORDS
GO!
ANYWHERE
ANY PLACE
ANY AUDIENCE

Columbia
BROADCASTING
SYSTEM-INC.
300 BROADWAY
NEW YORK CITY
WYCHAMPE 8-0000

Columbia Artists Bureau, Inc.

DIVISION
408 MADISON AVENUE
NEW YORK

July 2, 1934

Mr. Ozzie Nelson
Nelson-Rosner-Associates, Inc.
1776 Broadway
New York City

Dear Ozzie:-

It may interest you to know that never in my experience handling same attractions have I ever had the pleasure of booking such a tremendously successful series of one thousand dollar and up guarantee dates as I have had in the booking of your orchestra. For three months, without an open night, you have been able to exceed your guarantees continuously.

Whether you have played colleges, and there have been twenty-one major ones booked for you this season, or whether you have played the mill towns or the coal mining towns, whether you have played in the aristocratic spots in the south or for the elite of the east, you have exceeded the fondest expectations of all concerned.

It pleases us to know that an exceptionally large percentage of the dates you have played smashed all preceding records.

There can be no greater tribute to your ability and personality than to say that each of the promoters who has played you and your orchestra wants you back again.

Very sincerely yours,

Harvey Lubarsky



26 consecutive, successful weeks concluded at the Park Central Hotel, New York, March 30th. Immediately started a tour of personal appearances including de luxe presentation theatres with not a single night lay off and still BOOKED SOLIDLY.

July 10th to Aug. 24th - MIDDLE WEST
Aug. 25th to Sept. 7th - PENNSYLVANIA and NEW ENGLAND

RETURN DATES DEMANDED EVERYWHERE

Personal Management
MILTON ROEMER
1776 Broadway, New York City

On July 1st completed 39 weeks on NBC Coast to Coast Network sponsored by Fleischmann (Baker's Program) over WJZ, Sunday 7:30 P. M.

Re-signed for 39 Weeks More on the Same Program Starting Oct. 7th

Promotional Showmanship for Radio Winning in Baltimore; Opposish Melts

Baltimore, July 16.

An old controversial point is being cleared up in local ether circles, to-wit, the merchandising phase. For the past six months the four Baltimore broadcasters have been bickering among themselves as to whether or not it should be practiced. WFBR was sole supporter of the promotional idea, during which time thing met with violent condemnation from at least one rival station. At the bi-weekly pow-wows of the station execs, arranging pro and con constantly cropped up and there were at least two efforts made to bind all stations as agreeing to outlaw merchandising in Baltimore.

WCAC was the prime motivator in the fight to restrict merchandising. Despite efforts of former, the burg's other two stations, WBAL and WCBZ, remained passive. That the attitude toward the practice has shifted since of late is evident from new move by WBAL, whereby this station is going into

the promotional angles. Station has Leslie Ford to build a merchandising system of its own and the station is now talking about this added service in soliciting clients. WCMB, which at one time indulged in occasional merchandising but lately has been remiss in its practice, plans to renew again and expansively. What may be instigator of the about-faced attitude toward merchandising is fact that WFBR's big haul of \$5,000 for the station's gross during month of June being claimed as \$5,000 over take for corresponding month in '33. Prospective advertisers hereabouts are reported to be largely cottoning to injection of show biz angles in radio.

ALABAMA STATIONS ORGANIZE JULY 29

Birmingham, July 16.

Radio station managers and owners in Alabama will meet in Montgomery July 29 to perfect a broadcasting organization in the state. One of the purposes of the association will be to map out plans to protect stations against detrimental legislation at the next session of the Legislature.

Another project will be to have all stations pitch in and buy field-operational equipment.

MCA MAY LOSE PENN, PITTS, BERTH

Pittsburgh, July 16.

Floor shows at William Penn Hotel's Urban Room, booked by MCA, have been dropped after two months. Night spot now using a band only, with Paul Pendergast as current attraction, but still getting that one dollar cover rap nightly per person.

Understood that with change in William Penn management, control recently shifting from Hopley to Pittsburgh Hotel Corporation, Urban Room job will soon go to a local contractor who'll supply both orchestra and floor talent. Jerry May, former producer at Stanley, has been mentioned prominently for the post. That would eliminate Music Corporation franchise. MCA having booked William Penn for years.

Aaronson, Divorced 3 Weeks Ago, Married

Irving Aaronson, conductor of the Commanders band bearing his name, married Gracely Sussman in Cincinnati Saturday (14). Three weeks ago his first wife, Christine Aaronson, dancer, divorced the bandman for desertion. Property settlement was private.

Tim Healy Expands

Procter and Gamble is giving Capt. Tim Healy's 'Terry Stamp Club' a 24-station release on NBC's red (WEAF) trail starting Oct. 3. Contract calls for three quarter-hour spots a week over a period of 13 weeks.

Healy last season did a series of test programs for the soap account over transmitters in New York and Hartford, Conn.

Tivoli, Balto, Bankrupt

San Francisco, July 16. Heck Church and Ralph Owen, of the Ambassador hotel, folded up the Club Tivoli they were running as partners and filed a voluntary bankruptcy petition stating assets as \$19,692 and liabilities as \$18,835. Tivoli story was upstairs over the old Tivoli theatre and lasted about three months.

Kate Smith vetoed a proposition from Fletcher's Castoria; also one from Camel, insisting that for the account it be an orchestra of her selection or else.

Allen Franklin, formerly of WABC, Baltimore, has joined the staff of KVOZ Tulsa, Okla., as program director.

Internat'l Radio Club Arranges Salutes to 100-Yr.-Old Toronto

Toronto, July 16.

Over 200 special programs and salutes, lasting from 10 to 30 minutes, will be broadcast during the ensuing weeks preceding the opening of the Canadian National Exhibition and the centennial celebrations of Toronto by the radio industry of North and South America. During that period, literally hundreds of actors and orchestra will offer after greetings as good-will tributes to the Dominion's annual parade of nations and the 100th birthday of this city.

Farthest north station participating is at Ketchikan, Alaska; farthest south is Bogota, Colombia. S. A. Web will also attract from the Pacific Coast to Cuba and the British West Indies. Gigantic gesture of international good-will has been undertaken by the International Radio Club, fraternal organization of the broadcasting industry. Present here are Jack Rice, IRC president and Don Henshaw, secretary. Chain of Rice is that this is a co-operative and voluntary demonstration of international best wishes.

Once a year, radio stations in all parts of the United States, Mexico, Canada, South America and the West Indies, create a special program and offer this as a salute to some selected city or state. Now celebrating its 100th anniversary of incorporation as a city, Toronto wins the 1934 honor.

Return salutes will be broadcast here three times weekly by CFRE. These will be supervised by Exhibition authorities, the Centennial committee and the Toronto Convention and Tourist Association. Until the Canadian National Exhibition is in full swing, the summer headquarters of the International Radio Club is Toronto. Dan Henshaw, station manager of WOP, Miami, is up to supervising arrangements with CFRE. Salutes have already begun, latest being from Mason, Ga.

ASCAP THREATENS TO SUE A. C. SPOTS

Atlantic City, July 16.

Cabarets, restaurants and hotels are facing suit by the American Society of Composers, Authors and Publishers unless they obtain licenses to use copyrighted music.

Despite warnings from the society's branch office in Newark, it was said that a number of places here were paying no attention to the notice and an investigator has been making the rounds to prepare a list of violators. The report is to be submitted to the society's counsel.

Vallee Stays On

Rudy Vallee's contract with the Pavilion Royal has been adjusted and the bandman will stay on at the Valley Stream, L. I., roadhouse until Labor Day.

Vallee wasn't satisfied with the guarantee and his end of the gross and last week talked about leaving the Pavilion at the end of the current season and taking a vacation.

Dobbie Vaude-Minded

San Francisco, July 16. Capt. Dobbie (Hugh Barrett Dobbie) is dickering with Marco to play the latter's Coast house with Dobbie's Del Monte Ship of Joy that just wound up a season of transients on NBC.

Dobbie, now ad libbing around here, has a date with 'Doc' Howe in Los Angeles this week to talk over a possible deal.

WESG Seeks Spellers

Elmhurst, N. Y., July 16. WESG is asking auditionees for summer for aspiring radio announcers. If preliminary auditions are passed, candidates get crack at regular program with production staff supervising and giving criticism.

Several of present staff broke into radio in this fashion. Perry W. Ward, Jr., announcer at KVOZ Tulsa, has rendered his position. Danche Adams has joined KVOZ as continuity writer.

Kapp Resigns as G.M. of Brunswick As Lewis Deal for Co. Falls Through

After nine years with Brunswick Record Corp., Jack Kapp, who rose from recording manager to general manager of the American Record Corp., which owns the Brunswick outfit, resigned yesterday (Monday) afternoon, effective immediately.

Kapp's difference of opinion concerning the policies of Brunswick have been no trade secret as he and Don J. Siegel, the designated business head of the Am. Record Corp., have clashed before. Siegel is an appointee of H. J. Yates and Don Goetz, heads of Consolidated Film Labs, which acquired the record business when Warner Bros. relinquished it.

What brought matters to a head was Brunswick's q. t. takeover last week of the Columbia Phonograph Co. after Edward (Ted) Lewis, managing director of Decca (London recording firm) came over on two occasions in the last six weeks to negotiate for the purchase of the Brunswick business. Also the exercising of his 50% option on Columbia.

Lewis' Own Co. Instead Lewis bowed out altogether and after effecting a liberal British bankroll he plans to found his own recording company in America. Lewis sailed back to London last Saturday (14). He had just purchased with Brunswick in the Columbia takeover, and later took an option to buy out Brunswick. Both things fell through. Brunswick merely acquiring Col. and Lewis announcing his intentions of starting on this side his own business, in addition to his London Decca enterprises.

It was during these negotiations that Kapp and his own organization differed. Kapp insisted that when Brunswick took over Columbia, it should not scrap the Bridgeport (Conn.) factory of Columbia, but continue availing itself of Col's improved pressing facilities. Siegel of Brunswick, for economy purposes, wanted to transfer the pressings to the Scranton (Pa.) plant, where Brunswick does its business. This, Kapp felt, would be a detriment to the quality of the new acquisition.

Kapp is trade-credited with having built up Brunswick on the policy of buying multiple radio brand castings of tunes negated any disk-buying appeal, hence the quality of the recording itself must be its chief sales appeal. With it also must be the popularity of the recording artist. Hence, he signified such artists as Bing Crosby, Bob West, Lombardo, Mills Bros., Boswell, Casa Loma, Biting, et al., against the competitive bidding of Victor.

BRECHER MUST PAY MARKS ON 'SPRING' USE

Suit brought by E. B. Marks Music Co. against Leo Paul Brecher for the unlicensed use of Linche's 'Spring, Beautiful Spring' in a picture synchronizing film last week reached the judgment determining stage. Referee Hartman, appointed by Municipal Court Justices Lippe, held a hearing to decide the amount of damages due Marks. Decision was reserved.

In the trial of the case, four weeks ago, Justices Lippe found Brecher guilty of unauthorised including the Linche number three times in his (Brecher's) scoring of 'Trapace,' and appointed a referee to determine how much should be paid the publisher. Marks had asked for \$1,000 per use.

Here and There

Jack Morris, 22, joined the announcing and continuity staff of WSM. He had previously been a member of the WSM Players under the direction of Midge West.

M. J. Maxwell, assistant general manager of the Western Division for NRG, given Hollywood initial by John Swallow.

W. S. Paley, CBS prez., takes to the hills on his L. A. vacation to keep scribbles off his own face.

Douglas Conner (N. W. Ayer, New York) kept out of the running pretty much last week by a wrenched back.

and Columbia, and through his own personal contacts with these artists procured their exclusivity for Brunswick.

Following the purchase of the Columbia interests on a 50-50 partnership basis, Consolidated Laboratories and Lewis disagreed on the policy of operation for Columbia. As the result of this difference of opinion Lewis offered to buy out the Brunswick interest. Price set by Consolidated was \$750,000 and Lewis returned to England to talk over the proposition with the Decca board of directors. Option on Brunswick which he took back with him was dated to expire July 1. Lewis failed to exercise the option by this date and Consolidated advised the British recorder's New York counsel, Milton Diamond, that the deal was off.

Intimation in the trade is that Kapp will line up with Lewis in his new American venture.



VICTOR YOUNG
SCHLITZ BEER
OLD SCOTCH WHISKY
BOTTLED IN U.S.A.
"THE BEER"

GRACIE BARRIE
"The Sweetheart of the Blues"
OPENING
CASINO DE PARIS
Sole Direction
HERMAN BERNIE
1619 Broadway, New York

**THE GREEK AMBASSADOR
OF GOOD WILL**
GEORGE GIVOT
CBS
EVERY TUESDAY 9 P.M.
Coast-to-Coast
Sole Direction
HERMAN BERNIE
1619 Broadway, New York

THAVIU
AND HIS ORCHESTRA
At "STREETS OF PARIS"
Century of Progress
Inquiries Solicited

EDDIE PEABODY
The Instrumental Stylist
Personal Direction
PARLOID F. SCHWAB
NBC ARTISTS SERVICE

EMERSON GILL
AND ORCHESTRA
ANTLERS HOTEL
COLORADO SPRINGS
NBC DIRECTION

JOSEPH GALLICCHIO
LUXOR—Talkie Picture Show
Sun., 2-3:30 P.M., CBS
DOVER—Radio Show
Sun., 12:30-1:30 P.M., CBS
HYDRA, Fri., 7-8:30 P.M., CBS
NBC, CHICAGO

CHARLES CARLILE
TENOR
COAST-TO-COAST
CBS

The Original
Boop-Boop-a-Doop Girl
HELEN KANE
HEADLINING
at the
WALTON ROOF
PHILADELPHIA
MOBILE

ABE LYMAN
AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST
WEAF—Tuesday, 9:30 to 9 P.M., DSE
(Phillips Double)
WEAF—Friday, 9 to 9:30 P.M., DSE
(Phillips Double)

LEO REISMAN
on
PHILIP MORRIS
WEAF, Tuesday, 8 P.M.
BRUNSWICK RECORDS

"The Singing Lady"
IREENE WICKER
4th Year for W. K. Kellogg Co.
All Material by Irene Wicker
Sung by ALLEN GRANT
N.B.C.—WJZ 5:30 Daily

JOSEF CHERNIAVSKY
Personality Conductor
Chicago Theatre Orchestra
Now on Second Floor
WGN, Tuesday, 5:30 P.M. CBS

BANDMEN FACE CONFESSION

ASCAP CLIPS WRITERS' SHARE

Dive of the royalty plan for the second quarter of 1934 last week brought the publisher members of the American Society of Composers, Authors and Publishers about the same amounts they received for the January-March segment. For the writers in the upper classification brackets, it was a clip that ran anywhere from five to 10%.

Responsible for the reduction in the checks of the writers classed as AA, A, BB and thereabouts was the general encroaching given the author-composers in the other brackets at the last meeting of the classifications committee.

Nitery Placements

Will Oakland's Valley Stream, L. I. roadhouse is headed by Oakland, with Lou Melan, Marshall and Joe, Terry Green and Jimmy Green orchestra in the show lineup.

Madeline Devereaux at A La Fourchette, West 46th street sidewalk cafe. Several of these Gallic and Latin niteries have sprung up in the Times square sector.

Canton Barren, a Tin Pan type bar, is the feature of El Torador, N. Y., with Raymond and Lucinda, dancers; La Gitanilla; Gilberto and Jose; Briceos, and Don Jose band in the show.

Billy Rose's summer edition of the Casino de Paris revue opens tomorrow (Wednesday) instead of Monday, with Willie and Eugene Howard; J. Harold Murray; Gracie Burrie; Paul Draper; Clark, Wheeler and Morgan; Georgia Southern; Charles Drury and Leon (Brooks) Friedman orchestras. (Ch. Allen staged).

Lillian Carmen and June and Cherry Frelmer are new show additions to the Billy Rose Music Hall show; also Orloff, table-working musician.

Prince Mike Romanoff, recapt the last, and perhaps the greatest of the Romanoffs, is the new cocktailery host at Leon and Eddie's every night.

Trucendo, Valley Stream, L. I. roadhouse opening with Ted and Kathryn Andrews heading the revue, and Ted Martin band.

Romeo Villon, dancer from the Biltmore, Los Angeles, is set to open at the Music Box, San Francisco, this week, dancing to Jack Shouders' band.

Conkling to Chi

Nell Conkling has been assigned by the Columbia Artists Bureau to take charge of the web's booking office in Chicago. In the New York CBB office Conkling was connected with the band selling staff.

It's Conkling's second westward trek for Columbia. Conkling in 1933 re-established a booking outpost in Chicago and after a stay of three months he was transferred back to the New York office.

WANTED

Wanted and Contact Representatives for All Territories
ROY MUSIC CO., Inc.
880 B'way, Rockefeller Center
NEW YORK CITY
SUGGESTIONS
"I Don't Care a Thing to You"
"Sweet and Tender to You"
(Patsy Theme Song)

RUTHANIA and MALCOLM
BALLROOM DANCERS
20th Week
DRAKE HOTEL, CHICAGO
Thanks to Duke Williams and Piero Raynes

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plays are figured on a Saturday-through-Friday week, regularly.

Only the chain stations are listed as indicative of the general plug popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service.

Titles	WEAF	WJZ	WABC
All I Do Is Dream.....	39		
For All We Know.....	37		
The Prize Waltz.....	31		
Sleepyhead.....	21		
Church Around Corner.....	20		
Darnes.....	20		
Spellbound.....	20		
Thanks for Lovely Eve.....	20		
Never Had a Chance.....	19		
Oh Spring Along.....	19		
With a Wire Twine.....	19		
With Eyes Wide Open.....	18		
Hat's on Side of Head.....	17		
Goin' Home.....	17		
Very Thought of You.....	17		
Cocktails for Two.....	16		
Stomach and Potatoes.....	16		
Dancing on Rattles.....	16		
Love Go Wrong.....	15		
I Ain't Lazy.....	15		
Moonglow.....	15		
Easy Come, Easy Go.....	13		
Had My Moments.....	13		
Little Mah, Busy Day.....	13		
Lesson from the Lark.....	13		
Call You Mine.....	12		
May I.....	12		
Moonlight Parade.....	12		

MILLS PUTS HIS SONS IN BIZ

Milmons, Inc., is a new music pub-
subsid which Irving Mills has or-
ganized just to build some business
for his sons to go into. Hence the
corporate name, with Bill, 18, and
John Mills, 17, currently comprising
the 'sons' of the corporation. There's
Robert, 12, and Paul, 13, in line, al-
though the latter looks headed for
law.

Just to give Milmons, Inc., some
stability, Irv Mills has taken over
the Harry Bloom, Inc., music cata-
log and also merged Lawrence Mu-
sic Corp. into the new unit, endow-
ing the firm with something of a
substantial catalog. Through the
Bloom acquisition, Milmons qual-
ifies for ASCAP membership.

Lawrence, formerly built by Mills
as an exclusive unit deliberately
purposed not to join ASCAP, is
changing his plans. Lawrence has
a stock of already established back-
and-forth compositions which were
authored and featured by Billington,
Caloway, et al.

U Boys Berlin Tune

Hollywood, July 16.
Irving Berlin has sold his song,
"A Pretty Girl Is Like a Melody," to
William Anthony McGuire.
Will be used in Vincent Ziegfeld,
which McGuire is producing at
Universal.

DeByrne, Brown and Henderson
will publish two songs from Uni-
versal's "Romance in the Rain."
Tunes by Jay Torney and Don
Hartman are "Love at Last" and
"Princedance."

Don Hartman and Jay Torney
given new contract at Fox.

Chicago "Evening American"
"From now on my conduct in dance
rooms, whether it be Vero and Ya-
honda. The Director or any of the
other leaders in this class will be
silly dismissed in view of Yahnka
and Minkie's performance last
night."
By Charlie Datto

MPPA MAY ASK NRA STOP GRAFT

Bandmen Warned Against Further Seeking of Gratuities from Publishers—Paine Cites Radio Code Prohibition in Insisting Upon Co-operation with Anti-Bribery Pact

EVIDENCE ON HAND

Music Publishers' Protective As-
sociation has carried its campaign
against song plug bribery to the
band leaders themselves. John G.
Paine, chairman of the MPPA
board, has notified some 15 band-
men that unless they cease the
practice of insisting on gratuities
for playing a tune over the air,
complaints against them will be
filed with the radio code authority
and stations through which they
clear their programs.

In his letter to these leaders
Paine declared that unless he was
immediately assured, in writing,
that they were prepared to co-
operate with the publishers toward
the elimination of bribery practices,
he would take whatever enforce-
ment steps he deemed necessary un-
der clause 4a of the trade practice
provisions of the radio code. This
clause stipulates that "any broad-
caster or network shall accept or
knowingly permit any performer,
singer, musician, or orchestra leader
to accept any money, gift, bribe,
refund, rebate, royalty service, favor
or any other thing of value from
any music publisher, composer,
author, copyright owner, or the
agents or assignees of any such
persons, for performing, or having
performed, any musical or other
competition for any broadcaster or
network when purpose is to induce
such persons to sing, play or per-
form, or to have sung, played or
performed such works."

Paine also advised the leaders in-
volved that, in bringing his com-
plaints to the attention of the broad-
casters, he would use evidences of
bribery he now has in his posses-
sion. "Latter," he said, consists in
part of checks which the MPPA
transmitted to these leaders for
publishers after the anti-bribery
part went into effect. With the
adoption of the pact, it was agreed
that the publishers would be per-
mitted to go through with their
previous commitments to all leaders,
but that all such payments would
have to be made through Paine.

ROCKWELL O'KEEFE FORM LONDON CO.

London, July 7.
Tommy Rockwell has formed a
company here under the title of
Rockwell O'Keefe, Limited. Direc-
tors listed are Thomas Gilbert
Rockwell and Edward Nis Holstius;
latter is a director of Decca Record
Company, Limited. Object of com-
pany is to produce, present, man-
age and perform all kinds of enter-
tainment from dramas to animated
photographs or pictures.

Capital of company is £100, di-
vided into 100 shares of £1 each,
with the two directors having taken
one share each. The remainder
of the shares are held by Rockwell
& O'Keefe, Inc., of Radio City, N. Y.

Chi Dells Fades

Chicago, July 16.
Dells suburban club folded just
week after a fortnight attempt.
Carla Mohan orchestra had held
the bandstand spot.

Hearing on Music Code July 26; May Name Two Code Authorities

Washington, July 16.
Months of grappling with prob-
lems of music publishing industry
reached a head last week when Na-
tional Recovery Administration
scheduled hearing on music code
for July 26. Session will be held in
Washington under direction of De-
puty Administrator John E. Wil-
hams.

Negotiations, which have been
under way for nearly a year, finally
resulted in proposal of an agree-
ment sufficiently close to NRA ideas
to permit reopening of discussions.

ASCAP MEMBERS GET NEW 50-50 CONTRACT

Printed copies of the new mem-
bership contract of the American
Society of Composers, Authors and
Publishers were distributed last
week, with instructions to those
concerned to affix their signatures
and return the documents as soon
as possible. Re new agreement con-
tains a clause which grants the
writers and composers a 50% own-
ership in the copyright. It is the first
ASCAP contract which concedes
this copyright partnership.
New membership covenant is for
10 years and is dated to expire Dec.
31, 1945.

Virginia Stations Expand

Lynchburg, July 16.
WLVA, 100-watt here, has per-
mission to go full time. Hasn't done
anything about it as yet, pending
working out of schedule.
WDBF, Roanoke, has authority to
up power 100 percent, going to 1,000
watts daytime and 500 nights. New
equipment ordered.

Night Club Reviews

Hotel New Yorker, N. Y.

Ralph Hitz, who is president of
the Hotel New Yorker, N. Y., and
a chain of other hosteries from the
seat to the Mississippi, is generally
credited to be one of the smartest
hotel men in the country. He has
taken decadent properties and made
them winners, and this hotel is one
instance.

It's all through the medium of
promotional propaganda, geared to
the keynote of a highly personal
and intimate touch. The printed
matter of which there is an abun-
dance, is forever stressing (1) friend-
liness to the patron, and (2) an
ever cognizant respect for the
modest purse. With the result, his
hotels are usually filled and his
restaurants and lobbies ever more
so.

This is a bit remote from a review
of the Hotel New Yorker's summer
terrace (HITZ) with a 1932, un-
known-to-N.Y. band as the attrac-
tion. He's Joe Heichman, who was a
St. Louis lawyer who played piano
for his own amusement, then for
income and from that graduated
into a dance band maestro.

Only HITZ could afford to bring
in such an unknown and seemingly
make it pay, proving that he has the
wedge of his own managerial per-
sonality to bolster even a little-
known dance combo. That Heich-
man delivers with probably
establish himself around N. Y., par-
ticularly with five dance sessions
on WAIC (CBS chain) is inevitable.
He is a perfect pianist, only
he doesn't walk far from his piano.
Instead he jumps up and down
upon second and generally, each
time, some intricate keyboardology,
which places him in the unusual
class. He has his keyboard mir-
rored so that one may watch his
digits from an angle and all in all
he makes his Steinway any "Pier-
the is backed up by a good dance
combo, surprisingly good consider-
ing that with the exception of Chris-
tina, Kitcher, saxophones, and a couple
of others, they had to be locally
assembled to comply with union re-
quirements.
Pender Heichman's okay dance

curtailed last October by Divisional
Administrator S. A. Rosenblatt fol-
lowing heated factional disputes be-
tween standard and pop publishers.
Latest draft is modeled on original
proposal but most clauses have been
modified or dropped.

Still aiming to curb song plug-
ging, pact would prohibit series of
hotly argued trade practices over
which wide disagreement developed
last year. Proposed agreement
would bar publishers from paying
for plugging; purchasing of benefit
tickets or advertising for purpose of
influencing performers to plug
songs; publishing special arrange-
ments without written okay of
copyright owners; paying for radio
or record plugging; paying royalties
to performers who are not bona
fide composers, arrangers or writers;
publishing books, pamphlets or
sheets of songs or lyrics without
special permission of various copy-
right holders, and from abusing
privilege of sampling.

Two code authorities would be
established to host one branch be-
tween major factions, each having
five members. A co-ordinating com-
mittee would be composed of two
members from standard and two
from popular divisions with a fifth
member named by this group, form-
ing a super-code authority.

Next week's will be the second
public airing that the music men's
covenant has received. At the hear-
ing held eight months ago the NRA
headmen tossed the code back to the
industry for rewriting.

Williams last week complained
that the music publishers were lax
about furnishing him with info
about their individual businesses.
Questionnaires he submitted them
several weeks ago asked for a com-
parison of current conditions with
those of 1925 in the matter of num-
ber of employees, dealers served and
branch offices maintained.

There is Gladys Brittain,
singer, who sits in with the
band in the 1934 manner, and Ayres
and Hene, dancers, who are still
announced as from the Greenwich
Village Follies. That goes back as
far they should forget it. Bill's a
blonde, he Argentine. They do two
numbers, one an Argentine tango.
Not especially distinguished. She
should give the wardrobe a little
attention also.

Not a cover, but a \$150 dinner
and sundry other little HITZ gauds
of upping the check via tempting
memor is encourage a cocktail, a
bottle of wine, etc. Max at the
front also also knows his stuff.
Abel.

Ina Ray Muller's all-girl unit did
its first set of recordings for Victor
last week.

Another Golden Gate thrill
from Sam Francis comes
GARDEN OF EDEN
And His Orchestra
playing delightful duets
entirely from the St.
Francis Hotel and band
casting via WAIC. A dis-
tinguished band because
they feature
"ALL I DO IS DREAM OF
THE
"SLEEPY HEAD"
THANK YOU FOR A LOVELY
EVENING
"DANCE IN A LIFETIME"
"GOOD BYE"
"I'VE HAD MY MOMENTS"

ROBBINS
MUSIC CORPORATION
90 SEVENTH AVENUE
NEW YORK

WANTED
Unattached Song Writers
Words and Music
Address Replies to Box 11
VARIETY
ROBBINS MUSIC CORP.

Copyright, 1934, R. J. Reptelle Tobacco Company

THE END OF THE RACE!

—and then he Smoked a Camel!



IT TAKES A MAN like "Bill" Horn, who won the Gold Cup in 1932, to wind a big racing hydroplane up to 3000 r.p.m. and hold her to a speed of 60 to 70 miles per hour...for mile after mile. And when he's tired Camels quickly increase his vim and energy.

YOU'LL LIKE

this delightful way of "turning on" your flow of energy

*Experience
of Camel Smokers
confirmed by Science*

A famous New York research laboratory reveals that smoking a Camel produces a definite increase in your flow of natural energy. The effect is delightful, completely natural.

Many smokers have learned of this "energizing effect" in Camels for themselves. "Bill" Horn, winner of the gruelling Gold Cup race, refers to his experience in these words:

"The man who drives a Gold Cup winner needs the last ounce of energy he's got. After a championship race I 'break out' my pack of Camels quickly, believe

me! In no time at all I get a 'lift' and everything is all serene! It's a swell feeling—just to smoke a Camel and be your real self again! That's what I do whenever I feel played out, and Camels *never* get on my nerves."

Try this pleasant and convenient way of ironing out fatigue and increasing vibrant energy. Turn to Camels and learn the truth of the saying, "Get a lift with a Camel." Like to smoke steadily? Smoke as much as you wish! Camels are made from finer, MORE EXPENSIVE TOBACCOS than any other popular brand. They do not get on the nerves.

CAMELS
Costlier Tobaccos
never get on
your Nerves



● Camels are made from finer, MORE EXPENSIVE TOBACCOS
—Turkish and Domestic—than any other popular brand.

**"Get a LIFT
with a Camel!"**